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CITY OF JACKSONVILLE

DOWNTOWN DEVELOPMENT REVIEW BOARD

MEETING

Proceedings held on Thursday, April 11, 2024, commencing at 2:01 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:

LINZEE OTT, Acting Chair.
GARY MONAHAN, Secretary.
TREVOR LEE, Board Member.
FREDERICK JONES, Board Member.
JOANA BERLING, Board Member, via Zoom.
CARL DAWSON, JR., Board Member.
ENNIS DAVIS, Board Member.
JOSEPH LORETTA, Board Member.

#### ALSO PRESENT:

GUY PAROLA, DIA, Operations Manager. SUSAN KELLY, DIA, Redevelopment Coordinator. CARLA LOPERA, Office of General Counsel. AVA HILL, DIA, Administrative Assistant.

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member.

BOARD MEMBER LORETTA: Joe Loretta, board

MS. KELLY: Susan Kelly, staff.

MS. LOPERA: Carla Lopera, Office of

General Counsel.

MR. PAROLA: Guy Parola, staff.

THE CHAIRWOMAN: Thank you guys so much.

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And thank you everyone for being here.

I'm just going to throw out a quick reminder. If you are intending to either speak on a project, register a public comment, waive in support, waive in opposition, just please be sure to fill out one of the speaker cards and get it to staff.

Okay. We're going to kick things off with approval of the February 8th regular meeting minutes. Do we have -- I'm going to go ahead and open the item. Do we have maybe a motion, any discussion on the minutes?

BOARD MEMBER MONAHAN: Move to approve the minutes.

BOARD MEMBER DAVIS: I'll second that.

THE CHAIRWOMAN: Any discussion, questions on the minutes?

D: M.T.:

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PROCEEDINGS

April 11, 2024

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2:01 p.m.

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THE CHAIRWOMAN: Ladies and gentlemen, we're going to call the April 11th Downtown Development Review Board meeting to order at 2:01. I'm a minute behind, I'm so sorry, everyone.

So, first off, we're going to start off with some introductions, go around the table.

I do just want to note for everybody, myself included, Board Member Berling is going to be appearing by Zoom today, so --

Board Member Lee, would you like to start us off?

BOARD MEMBER LEE: Trevor Lee, board member.

BOARD MEMBER JONES: Fred Jones, board member.

BOARD MEMBER DAVIS: Ennis Davis, board member.

THE CHAIRWOMAN: Linzee Ott, acting Chair today.

BOARD MEMBER MONAHAN: Gary Monahan, board secretary.

BOARD MEMBER DAWSON: Carl Dawson, board Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 BOARD MEMBERS: (No response.)
THE CHAIRWOMAN: Okay. Great.

Seeing none, go ahead -- all those in favor of approving the minutes, say aye.

avoi of approving the minutes, say aye

BOARD MEMBERS: Aye.

THE CHAIRWOMAN: Any opposed? BOARD MEMBERS: (No response.)

THE CHAIRWOMAN: Thank you, Joana.

Okay. I am going to go ahead and open the public hearing.

Our first action item today is DDRB 2024-004, the VyStar garage comprehensive sign plan. This is a special sign exception. We are -- so the -- the item is open.

Can we go ahead and get, I guess, a staff report, if we're ready?

MS. KELLY: We are ready.

Thank you.

Okay. DDRB application 2024-004 is for a special sign exception for the garage at 28 West Forsyth Street. It's the VyStar -- the new VyStar garage.

This is a comprehensive sign plan for the Forsyth Street elevation. Something I want to point out about the images on the screen is

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that Laura and Main Street, that's about 102

2 linear feet, and then the Forsyth Street

frontage is about 418 feet, so that's going to 3

be important to keep in mind. 4

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Okay. So the owners are trying to get some tenants into the ground floor, which, of course, we're very supportive of, and they are having some difficulty meeting the 150 square feet maximum for that Forsyth Street frontage because it is so long.

Per the overlay, parking garages with ground-floor retail, the max shall not exceed 150 square feet per side of the street frontage. So that's how it's written.

So the applicant is requesting a total of 261.54 square feet of signage for this elevation. They have provided details on the location, the types of sizes -- excuse me -the types of signs and then the sizes, and that's been shown in their submittal.

21 So the idea would be that, when they come 22 in, or one of these tenants come in for a sign 23 permit, staff would just compare it against this and they would be able to be in 24 compliance.

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Staff is recommending approval with conditions. The first one is that the square

3 footage, number and location of the signs on

the parking garage would be substantially 4

5 similar to the comprehensive sign plan, which

they submitted, which is dated February 26th.

6

The signage on Laura Street and Main

8 Street frontages would be consistent with the

9 Code, which is that 150 square feet per street

10 frontage. Staff feels that this -- their

11 request makes sense given the length of that

12 Forsyth Street facade.

13 And I'm happy to take any questions.

14 THE CHAIRWOMAN: Thank you, Susan.

Board members, any questions for staff?

16 Yes, Mr. Loretta.

17 BOARD MEMBER LORETTA: On one side you've

got the VyStar sign that -- is that existing 18

19 right there? Does that already exceed 150

20 square feet?

MS. KELLY: To Mr. Loretta, no.

That one -- so in -- can you see the 22

colors? Yeah. So the blue are the existing.

And currently, they have 111 square feet

25 existing. So they're not maxed out at the 150

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yet. They're just -- in doing the -- I guess

the lease agreements with tenants, they're

finding that they are going to hit over that

4 150.

BOARD MEMBER LORETTA: I'm sorry, I'm more 5

meaning like Main Street, it's got a sign up on 6

the top of the garage. I don't have a picture.

8 It's tough to read these small 8-and-a-half by

11s, but -- so there's a VyStar sign up at the 9

10 top of the garage. I'm trying to gauge -- I

want to make sure that we're not putting 11

12 something that they're almost already going to

13 be -- not be able to comply with if 150

14 square -- if they're 120 square feet for the

existing sign on the garage, then they're only 15

going to be limited to 20 square feet on the 16 17

ground floor.

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18 MS. KELLY: Through the Chair to

19 Mr. Loretta, the applicant is here and she can

20 probably give you a little bit more information

21 on the Main and Laura Street sides.

THE CHAIRWOMAN: We'll go ahead and --

23 yeah, if we want to go ahead and have an

24 applicant presentation, and maybe try to

25 address Mr. Loretta's question, we can.

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> > 8

MS. KELLY: Okay. Thank you. 1

MS. LOPERA: Madam Chair, one moment.

3 Do any board members have ex parte to

declare on this item? 4

THE CHAIRWOMAN: Excellent question.

6 Do any board members have ex parte on the

7 VyStar sign exception?

BOARD MEMBERS: (No response.)

9 MS. LOPERA: Thank you.

10 (Audience member approaches the podium.)

11 AUDIENCE MEMBER: So on the Forsyth side,

12 that's where our VyStar sign is up top that --

we added --13

14 THE CHAIRWOMAN: I'm so sorry to cut you

15 off. Could you state your name and address for

the record? 16

Thank you.

18 AUDIENCE MEMBER: I'm Natalie Brown, I'm

19 with VyStar.

20 So to answer your question, the Forsyth --

21 the -- that side is Forsyth Street, so the

22 existing sign that we already have that has the

23 VyStar sign, that is already existing. We're

not requesting additional square footage for 24

25 that. What we're requesting is -- we have two Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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9 nonprofits that we're not accounting for, so 1 MS. HILL: Please state your name and your 2 we're asking for a total of 40 square feet for 2 address for the record. that -- for those spaces, and then for -- on 3 THE CHAIRWOMAN: Ms. Sorenson, did you --3 are you commenting on the VyStar sign? 4 the corner, where we're going to have 4 5 (inaudible) tap room, they -- they just need 5 AUDIENCE MEMBER: No. 6 additional square footage on the signage. 6 THE CHAIRWOMAN: Okay. That's okay. 7 7 AUDIENCE MEMBER: Do you want me to go sit Does that answer your question? 8 BOARD MEMBER LORETTA: (Shakes head.) 8 down? 9 THE CHAIRWOMAN: We'll probably -- are you 9 Okay. So if you look at the top picture 10 there, that's actually Main Street. That's got 10 probably for the -- the last item? a VyStar sign sitting on top of the garage. AUDIENCE MEMBER: Yes. 11 11 12 Now, granted, what you're requesting -- in 12 THE CHAIRWOMAN: Okay. We'll probably 13 the sketches it actually shows a couple of 13 save you for that last public comment. 14 yellow sign banners below, so -- but it's not 14 Thank you so much. 15 shown in that -- that rendering right there, 15 Ms. Hill, any others on VyStar? 16 the elevation. 16 MS. HILL: No. 17 So I guess -- on Main Street -- I'm just 17 THE CHAIRWOMAN: Thank you. trying to gauge, is that sign right there what 18 18 Okay. We'll close the public hearing. 19 Board members, let's go ahead and get this 19 that square footage is, and are you sure you're 20 going to be under the (indecipherable) square 20 one in posture, if we could. 21 foot threshold with signage on the ground level 21 BOARD MEMBER MONAHAN: Yes, ma'am. 22 too? 22 Move Item B, DDRB 2024-004, VyStar garage 23 MS. BROWN: So -- one second, please. 23 comprehensive sign plan/special sign exception 24 BOARD MEMBER LORETTA: And I'm -- I guess 24 with staff conditions. to the rest of the board, do y'all understand 25 BOARD MEMBER JONES: Second. Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 10 12 my auestion? 1 THE CHAIRWOMAN: Great. 1 2 2 So this sketch right here (indicating), And, Board Members, do we have any 3 you can see a yellow sign on the ground floor. 3 discussion? 4 It doesn't really show it elsewhere. And 4 Mr. Loretta, do we want to start with you? 5 5 again, all I'm really trying to do is help this BOARD MEMBER LORETTA: No comment. 6 6 young lady out to make sure she's going to THE CHAIRWOMAN: Mr. Dawson. 7 comply with these conditions we're placing on 7 BOARD MEMBER DAWSON: No, thank you. 8 her. 8 BOARD MEMBER MONAHAN: No comment, Madam 9 MS. BROWN: So all the signage on Main 9 Chair. 10 Street has already been completed. We're not 10 BOARD MEMBER DAVIS: No comment. 11 requesting additional square footage on Main 11 BOARD MEMBER JONES: No comment. 12 Street. 12 BOARD MEMBER LEE: No comment. 13 13 BOARD MEMBER LORETTA: Okay. That's --THE CHAIRWOMAN: Okay. No comment as well. 14 just wanted to confirm. 14 15 15 Thank you. All right. Then let's go ahead and vote 16 MS. BROWN: Is there any other questions? 16 on the -- 2024-004, VyStar garage special sign 17 17 BOARD MEMBERS: (No response.) exception. MS. BROWN: Thank you. 18 All those in favor of approval with staff 18 19 THE CHAIRWOMAN: Okay. Board, if --19 recommendations, say aye. 20 seeing no other questions, I'm going to go 20 BOARD MEMBERS: Aye. ahead and ask for comment cards, public comment 21 THE CHAIRWOMAN: Any opposed? 21 on this item, if we have any, Ms. Hill. 22 BOARD MEMBERS: (No response.) 22 23 MS. HILL: We do have one. 23 THE CHAIRWOMAN: Board members, by your 24 We'll have Pam Sorenson. 24 action, show that item approved. 25 (Audience member approaches the podium.) 25 And we will move -- thank you, Joana. Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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1 That is an -- is that an "aye"?2 BOARD MEMBER BERLING: (Off mid

BOARD MEMBER BERLING: (Off microphone.)

THE CHAIRWOMAN: I'm sorry, Joana. I

4 forgot to check on you, and I'm going to make a5 note to do better.

Joana, do you have any discussion or could we register your vote, please?

ve register your vote, please?

BOARD MEMBER BERLING: (Off microphone.)

(Brief pause in the proceedings.)

BOARD MEMBER BERLING: Can you guys hear

11 me? Can you hear me yet?

THE CHAIRWOMAN: Yes.

BOARD MEMBER BERLING: Okay. Finally.

14 I've been trying to unmute and put myself

15 on camera and I have been -- I've not been able

16 to, and I've been calling staff in the

17 background, so my apologies.

**18** Aye.

19 THE CHAIRWOMAN: Fantastic. Thank you,

20 Joana.

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Okay. Sorry about that sloppy recording,

**22** but I will do better. I apologize, everyone.

Okay. Now we will move to Item C, DDRB

24 2023-018, marina support building, for its

25 final approval.

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1 I'm going to open this public hearing.

And, Board Members, if we could, before we

3 get the staff report, I'll go ahead and ask if

4 anybody has any ex parte to declare on this

5 item.

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**6** BOARD MEMBERS: (No response.)

THE CHAIRWOMAN: Fantastic.

8 Staff, if you are ready, when you're ready

**9** for a report.

MS. KELLY: All right. DDRB application

11 2023-018 is for the marina support building.

12 The request is for final approval. This

13 structure is part of the Shipyards mixed-use

14 facility development site.

15 It does have some -- a unique place. It

**16** doesn't front a public right-of-way. It fronts

17 the -- or it has frontage on the view and

18 access corridors, east and west, and then on

19 the Riverwalk as well. This site is located in

20 Riverfront Zone B and it meets all of the

21 relevant criteria for that zone.

DDRB heard this item in September 2023.

23 There were three conditions placed on the

24 application. I will run through the status

25 really quick. One was -- if there are any

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deviations. No deviations are being sought.

**2** The solid wall portions of the back of

3 house equipment enclosure, which you'll see

4 more of in a minute, that are more than 20 feet

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5 in length should be treated or landscaped to

6 provide variation in that wall service. And

7 the applicant is planning to do, like, a

8 landscaping solution.

And then the third condition is one that we are carrying forward to final because it

11 will still be applicable through, like, the

12 ten-set review, and it's that all site

13 furnishings, hardscaping and landscaping used

14 on the Riverwalk shall be consistent with the

15 Riverwalk design criteria.

on the west elevation.

So the marina building includes outdoor seating. It fronts on an event lawn and it includes wide steps to the Riverwalk. The building incorporates differentiated building walls and an open and inviting facades using

21 different glazing systems and textures and

22 materials.

There is an above-ground equipment enclosure because it is so close to the river,

25 and that is located on the least prominent

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facade, which faces that service drive parking

3 There are also public bathrooms located on

4 the west elevation of the structure, and that

5 is to service the Riverwalk and marina

6 visitors.

7 So staff is recommending approval with

conditions. We have two conditions. The first

9 is that the exposed solid wall areas on the

10 north elevation of the marina support building

11 that remain after tenant signage is installed

12 shall not exceed 20 feet in width. And you can

13 see in the image on your screen what I'm

14 referring to. And then the second one is the

15 one that I mentioned that we're carrying over.

And that concludes the staff report. I'm happy to take any questions.

THE CHAIRWOMAN: Questions for staff?

BOARD MEMBERS: (No response.)
(Ms. Trimmer approaches the podium.)

21 THE CHAIRWOMAN: An applicant

22 presentation, I see.

MS. TRIMMER: Thank you so much.

24 Cyndy Trimmer, One Independent Drive,

25 Suite 1200, on behalf of the applicant.

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It's been a long day. There are five DIA 1 2 and DDRB hearings this week.

I have with me today William Michaelis and Henry Gaud from Iguana; Andrew Davis from Kasper Architects; Drew Bulus from Impact, who is working with Iguana; and also Karl Soderholm from ETM. So we have the entire team if there are questions.

I know most of the team has seen this application already and that there's a lot on the agenda today, so we're going to go through pretty quickly, but if there's anything in the packet that you guys have gone through that you have questions [sic], we're happy to pause and go back and bring up whoever may have those questions [sic].

So if we can start on Page 3.

Do I have the ability to shift or no? 18

19 MS. KELLY: No.

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MS. TRIMMER: Thank you.

So just to orient -- this is the parcel that is going between the Four Seasons hotel, residents, and office, and fronting the marina.

If you go to Page 6, we have a highlight of the portions of the parcel that have not

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previously gone through DDRB, so this is the area that is subject to review in front of us today.

You can go to Page 9.

For purposes of reviewing the site planning and the programming of the space, we have this event lawn in the center, the marina support building with the outdoor seating area, the marina support office space, and then we have the arrow showing the site circulation throughout this project.

When we went through the original master plan for the site, these view and access corridors that you heard Susan reference were very important, so we designed this space to specifically activate all of those areas with the frontage along the Riverwalk, also that important corridor between the hotel and this space.

Next.

We talked about it at conceptual, but to remind everybody, we had a lot of competing demands with this one in terms of making the site more resilient, achieving all of those desires that we have for shade along the

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Riverwalk, but also, importantly, to ensure the view and access for the marina support office were maintained. So that highlighted red was

the viewshed that was required by the harbor

master, and Karl did a magnificent job getting us to the point of maintaining that 70 percent shade while still balancing that need for 7

8 access to the marina.

I think we can go forward to 13.

10 I mentioned resilience. And we included the grading plan so that you can see the marina 11 bulkhead being brought up to 7 feet, the 12 finished floor elevation of the building at 12, 13 and then the gradation that we have throughout 14 the park space. 15

Next.

The next few slides that we can just skim through show that we're adopting all of the standard Riverwalk requirements. We'll have the Riverwalk signage.

I do want to pause on 16 because this is a change from what you saw at conceptual. With the new Riverwalk -- new guidelines coming out, we have updated the pattern for the Riverwalk in front of this space, and the next handful of

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slides show how we've adopted what is

prescribed for the Northbank Riverwalk with

those geometric signs and the colors. And Karl

can speak more to that, but I think he's illustrated it pretty well, so we probably

don't have too many questions. 6

Pausing on Page 19 includes our shade calculation. As I mentioned, we are at the 70 percent requirement for the Riverwalk.

The next handful of slides show, again, the rest of the programming for the hardscape and the street furnishings. We then go into our landscape plan where Karl has adopted the landscape palette for that Northbank region.

The next handful of pages, until we get to 39, give you extensive detail of the very lush programming that there is around all of the public spaces in this project. And in particular, as we get to elevations, you'll see around the back of house enclosure.

Once we get to 39 -- so we have been working very closely -- you saw a reference in your staff report that we are under a very, very long redevelopment agreement with a lot of 24 very specific provisions about what goes where

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on this site, and we have worked with the Parks Department, the Downtown Investment Authority, 2 3 and Public Works, with everybody in a very

large room, going through all of the 4 programming interior to this space. 5

We do have deed restricted access/public spaces for marina support that will have showers, restrooms, but then there are also restroom facilities open to the public for the event lawn users and folks coming off the Riverwalk.

We have oriented and worked with the harbor master for the programming of the marina support building/harbor master office to make sure that that space is designed in a way that everybody feels is the best use, and then left the rest of the programming to activate that view and access corridor and the Riverwalk with the restaurant space.

You also see on this project, on the left, the back of house enclosure. We had been in the process of design, trying to figure out if it was possible to put the fuel tanks underground or if we needed to be above ground, and there's a lot of ramifications that go

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along with how that had to be addressed.

For resilience purposes, you heard that we brought those tanks above ground. We do stand by that decision and believe it's important on our waterfront. But because of that, we do have to have appropriate air circulation, and that needs to be open.

So as we go through the renderings, you'll see what I think is an elegant solution to addressing the view and access to that, but also balancing the needs.

And thank you for flying right through it. We have passed around, I believe -- or Andrew is going to pass around our material boards since we are at final so that you can see all of those materials.

And then on to Page 41, we talked a lot with staff about how do we meaningfully screen the top of that back of house enclosure, understanding that we've got a Four Seasons looking down on it, this office building, and then there's going to be development to the west of us ultimately.

So the louvers that they've provided they can have installed in ways that have various

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angles that will protect all of those viewsheds

coming from the various spaces surrounding.

And you will see pretty accurate

4 representations of that and the angling that

they are proposing to address that throughout 5 6 the slides.

We can move to 47.

Again, we can come back to any of those elevations if you'd like, but I know we all like the prettier rendering pictures.

There aren't many changes in this from what you saw in conceptual. We still have very extensive transparency around the entirety of the building where we can. So as we move around the building, you will see that.

16 This shows the front corner of that marina 17 office. And then what you see under the brown protruding elevation is the roll-up door so 18 19 that restaurant can be opened up to the 20 Riverwalk.

We have added -- if you move to the next slide on 48 -- a better entrance on that corner so that when you're coming off the Riverwalk or you're coming off of the corridor, walking down from Bay Street, that's going to be a

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restaurant access. We've made that entrance to

the patio wider so it's more inviting and draws

you in from that space. 3

Next.

5 We also worked really hard between the outdoor seating and that walking path -- again, 6 we want the lush experience, we want a lot of 7 8 planting, but we want the connectivity as well

so that you see that activity when you're 9

10 coming down in that corridor and you have that

11 experience, so this is the proposed solution

12 for that corner.

13 Moving around to the back of the building, we still wanted to bring the transparency 14 around to the back to the event lawn space so 15 you have that connection from the event lawn to 16 17 the restaurant, but we do have the restrooms and those other back of house facilities on 18 this corner. 19

20 So this is where we've designed the 21 signage. There is a condition in the staff 22 report for that space, that if the signage 23 doesn't go above a certain square footage, we have to dress up that facade on the corner a 24 25 little more -- on the next slide, please.

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We've run the numbers. We believe we're 1 2 perfectly fine with the condition, but if we do 3 end up ultimately needing to do a little more on that space, we're happy to work with staff 4 5 to do that.

The last handful show the updated Riverwalk imagery so that you can see those designs that we've incorporated based on the new continuity guidelines, and then the park space.

When we get on to 34 -- we had talked on 11 12 this one about the expanses of that enclosure. 13 We've broken up the gates more from what you 14 saw when we were at conceptual to break up the 15 front of that facade, be able to add more 16 landscaping and a little more architectural 17 differentiation.

If you look at the landscape plan, there's a lot more landscaping going on around this back of house enclosure than this accurately depicts. Kevin can -- I'm sorry, Karl can answer any questions you may have about that aspect of it.

24 And then the last two show that screening that we talked about where we've angled those

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screens, so looking down from the various 1

vantage points, you're not looking directly

3 down into the back of house, but we're

maintaining the requirements for air 4

5 circulation and clearance.

6 That is a lot. I will pause. We're 7 available for questions, and we appreciate your 8 support.

9 THE CHAIRWOMAN: Thank you, Ms. Trimmer.

Board Members, any questions for

11 Ms. Trimmer?

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Joana, I want to give you an opportunity.

13 Any questions?

14 BOARD MEMBER BERLING: No questions.

It's probably the first time that a 15

rendering falls short of reality, though, 16

right? It's like you're showing less of the 17

18

foliage and everything that's going to make

19 this an attractive space, but no, I don't have

20 any questions.

THE CHAIRWOMAN: Mr. Loretta.

22 BOARD MEMBER LORETTA: Ms. Trimmer, I just

23 have one question. I see that the entire

Riverwalk is included at this time, so I'm glad

25 to see that because I was wondering if that

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ever got approved or so forth recently, but 2

it --

3 Right now the Riverwalk goes up and down, and we just really have one note on the western 4

27

5 edge, under the grading plan, that says 7.0,

top of bulkhead. So are we planning on redoing 6

the bulkhead the entire length and maintaining 7

8 a 7-foot threshold or is the up and down going

to continue forward?

10 MS. TRIMMER: Guy, do you want to speak to the Riverwalk -- or the bulkhead improvements 11 12 that are happening everywhere?

MR. PAROLA: Sure. 13

14 Through the Chair, we are replacing the bulkheads everywhere, and as Ms. Trimmer said, 15

16 moving up -- everything up to 7 feet now.

17 Seven feet is the standard. Seven feet, I

18 believe, is what we're doing at Riverfront

Plaza, and as we -- we take it from here now.

I would point out -- I believe I'm saying this correctly -- I look to Trimmer as well,

22 although, admittedly, I should know this. They

23 should have the capacity to be raising an

24 additional 2 feet at some point in time so

there's -- there's a lot of resiliency put into

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26 28 1 this.

> 2 And I do also want to talk about the gas

storage tanks. We have -- we are in the

process -- or will be -- of relocating the

5 storage tank that we removed -- that was part

of River City. We, too, are putting that above 6

ground for resiliency reasons. So what they're 7

8 doing is consistent with what the City is

9 doing.

10

THE CHAIRWOMAN: Go ahead.

11 BOARD MEMBER MONAHAN: Thank you, Madam

Chair. 12

13 Through the Chair to Ms. Trimmer, if

14 necessary, as you mentioned, has there been anything contemplated for the facade, 15

additional design, or outside the -- the 16

17 signage --

18 MS. TRIMMER: Behind the restroom side of

19 it?

20 So that northwest corner -- the building 21 is intentionally understated, right? We're

22 between a Four Seasons, hotel residents, and

23 this brand-new office building. Those are kind

of where we want the attention to be focused, 24

25 so we've intentionally done this with a lot of

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glass, modern, stream- -- clean lines. We 2 don't want to junk this up with too much going 3 on on that back corner.

We do believe that once the signage goes 5 onto it, it will serve as activation and a 6 little art on that and that it will draw the 7 eye and be enough to activate the space. But 8 again, if for any reason when we show our 9 signage plan to staff, if anybody is at all uncomfortable with it, we've talked internally

10 about additional elements we can incorporate on 11

12 that back side that could be approved at the 13 staff level.

14 BOARD MEMBER MONAHAN: Thank you, ma'am. 15 THE CHAIRWOMAN: Board Members, more questions? 16

17 BOARD MEMBERS: (No response.)

18 THE CHAIRWOMAN: Okay. Seeing no further questions, I'm going to -- thank you, 19

20 Ms. Trimmer -- we'll go ahead and hear any

21 public comment on this item, if we have it. 22

MS. HILL: We do. We have Carnell Oliver. 23 (Audience member approaches the podium.)

24 MS. HILL: Please state your name and

25 address for the record.

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needs to be some highlighted points in that

corridor that shows some homage, show some

unbiased truths, and some checks can be cut

4 from the City to have art contextual [sic]

5 added to this project that comes from the

African-American community. 6

7 When I say "African-American community,"

let me generalize what I'm saying. People that 8 9 are from the Eastside, who have a gift for art,

10 they need to be providing some contents, like

this signage. There should be something that's 11

12 a connection to that community. This is the

13 bedrock of what I say black voices need to

14 matter. This is why it makes me say black

15 lives matter because there are too many parts

16 of our community where the black community is 17 not highly respected.

18 If this project is to move forward, my

19 number one focus is that there needs to be some

20 incorporation of the history of

21 African-Americans because this is a gateway.

22 It's a conversant [sic], I get it, but you're

23 going to have to inquire [sic] more input, more

24 dialogue, that money being spent with black

25 artists in our community.

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AUDIENCE MEMBER: Yeah, my name is Carnell

Oliver, CEO of Jacksonville Social Justice

3 Department. Address is on file.

One of the things I want to highlight, 4

5 number one -- Ms. Ott, I know you got friends

6 over there at the Jacksonville Cultural

7 Council.

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4

8 And, Mr. Davis, I want you to take a good 9 look at what you can do to bring some artists 10 in with this project as far as with the

11 landscape and the development of this process

12 because what I have a problem with is that this

13 project is happening right there in the

14 Entertainment Zone district, and when a lot of

15 the contents and more of the technical

16 pieces -- I'm not a technical person. I'm an

17 overall visionary kind of person. I allow -- I

allow technical people to do their job. 18

But my perspective is that this is the gateway to the Eastside, and there's no

21 incorporation, there's no idea of what -- the respect of the Geechee Gullah [sic] head is 22

23 that has been established in that corridor.

24 It's not respected and there's no opportunity.

25 If this project is to move forward, there Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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1 And I yield my time.

THE CHAIRWOMAN: Thank you, Mr. Oliver.

3 Do we have any other speakers on this

4 item?

2

5 MS. HILL: That's it.

6 THE CHAIRWOMAN: All right. Thank you.

7 I'm going to close the public hearing.

8 If we could get this item in posture.

9 BOARD MEMBER MONAHAN: Madam Chair, move

10 Item C, DDRB 2023-018, the marina support

11 building, final approval.

12 MS. LOPERA: Did you want to include

staff --13

14 BOARD MEMBER MONAHAN: To include staff 15

recommendations. 16

BOARD MEMBER LORETTA: Second.

17 THE CHAIRWOMAN: Great. I am going to start board discussion, so I don't forget her, 18

19 with Ms. Berling, if you have any comments to offer.

20

21 BOARD MEMBER BERLING: Nothing to add.

22 Thank you.

THE CHAIRWOMAN: All right. Mr. Lee,

24 we'll start with you, then.

25 BOARD MEMBER LEE: Thank you, Madam Chair. Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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1 I have no comments with the exception of 2 I appreciate the screening on the roof of the 3 back of house enclosure. I think that was a

4 nice touch.

5 Thank you.

6 BOARD MEMBER JONES: I don't have any 7 comments about the design. I think it's a 8 great project.

9 I did have a question, though, through the 10 Chair, is the public vehicular access there, is that meant to be priced parking? Will those 11 spaces be metered along the edge?

12 And I -- just as a matter of 13 14 clarification, is the center island at the end 15 of the cul-de-sac, is that removable or is that going to be constructed with pavers? Because I 16 17 saw -- it appeared to have two -- one graphic showed a removable center island for vehicle 18 19 trucks, and the other, it looked to have 20 pavers, so just -- just the one point of 21 clarification.

(Mr. Soderholm approaches the podium.) 22 23 THE CHAIRWOMAN: State your name and 24 address for the record. 25

MR. SODERHOLM: Karl Soderholm, 14775 Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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Old St. Augustine Road. 1

That turnaround is intended to have pavers 2 in it, and we're actually looking to do a 3 cobble-type paver. And we need that in order 4 to turn the fuel truck around in that turnaround.

BOARD MEMBER JONES: So the fuel truck 7 8 will be able to drive over it, if necessary? 9 MR. SODERHOLM: Correct.

10 BOARD MEMBER JONES: Okay. I just wanted 11 to make sure. I -- it looked like it was 12 removable, so I wasn't sure what that material

13 was.

14 Thank you.

5

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15 MR. SODERHOLM: Thank you.

BOARD MEMBER JONES: And maybe Guy can 16 answer. Are those meant to be metered spaces? 17 MR. PAROLA: Through the Chair, I honestly 18 19 don't know. I would have to pull the

redevelopment agreement to see what we've 20

21 committed to for the marina. I don't know, but 22 I can get you that answer, if that's okay.

23 BOARD MEMBER JONES: That's fine. It

doesn't have any bearing on my vote, just a 25 general question.

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THE CHAIRWOMAN: Mr. Davis. 1

2 BOARD MEMBER DAVIS: No comment.

3 I was going to respond to Mr. Oliver, but 35

4 he stepped out. But I just wanted to say,

noted, and that the -- the history and the 5

6 heritage is the Eastside, and there is Gullah Geechee heritage and culture there, and that

8

there are overall community efforts in the

works to make sure that the community has an 9

10 opportunity at the economic table.

11 THE CHAIRWOMAN: Thank you.

12 Mr. Monahan.

13 BOARD MEMBER MONAHAN: Thank you, Madam

14 Chair.

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15 My comments remain from the last meeting.

I really appreciate the intentional and 16

17 thoughtful design that's gone into this. It

will be a marquis for the riverfront. 18

Thank you.

BOARD MEMBER DAWSON: No comment. 20

21 BOARD MEMBER LORETTA: I think it's a

great project, and I appreciate the team and 22

23 all the coordination with all of the different

24 variations with City staff. I appreciate staff

25 as well through this.

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1 Thank you.

THE CHAIRWOMAN: Thank you.

3 I'm going to echo all the comments made

here. I think it's really a testament to DIA 4

and staff, the City, the applicant's team

that -- you know, three years ago -- almost 6

7 three years ago, we were having a conversation

about land swaps, and now we have cranes and

we're approving the final piece of this 9

10 project, so it's exciting to see things

11 materializing. And also echo the rooftop

12 screening is appreciated.

So if there's no further discussion, I'll 13

14 go ahead and call for a vote.

All those in favor, say aye.

16 BOARD MEMBERS: Aye.

17 THE CHAIRWOMAN: Any opposed?

BOARD MEMBERS: (No response.)

THE CHAIRWOMAN: By your action --19

MS. LOPERA: Madam Chair, could we get

21 Ms. Berling's vote?

22 BOARD MEMBER BERLING: Aye.

23 I'm sorry.

24 MS. LOPERA: Thank you.

25 THE CHAIRWOMAN: I'm not good at this.

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I'm sorry, Joana. It's nothing personal.

Okay. So by your action, Board, 2023-018,marina support building, gets final approval.

I'm going to do something a little out of the ordinary for this particular meeting, just

6 because there is a lot of public interest in
7 this meeting. I'm going to go sheed and all

 ${f 7}$  this meeting. I'm going to go ahead and allow

8 two opportunities for public comment. This is

9 on general public comment. This is not

pertaining -- this doesn't have to bepertaining to any specific one of the

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pertaining to any specific one of the agendaitems today.

So I'm going to allow public comment time now and then an opportunity at the end for final public comment. So if there are any general public comments and you would like to go ahead now, if you will please come forward. You will be -- you'll have three minutes, and just please state your name and address for the record.

21 MS. HILL: First we'll have Zimmermann 22 Boulos.

(Audience member approaches the podium.)
MS. HILL: Please state your name and your
address for the record.

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AUDIENCE MEMBER: Hi.

Zimmermann Boulos, 847 Sorrento Road. I'm

a San Marco Preservation Society board member.I'm a retired international soccer referee

5 for FIFA. Every country in the world has a

6 FIFA referee, and I was one of the eight in the

7 USA. We had to read the temperature of the8 game and keep things under control because

9 everybody had different temperaments. The

everybody flad different temperaments. The

10 temperament from a player from Columbia was

totally different from somebody from SouthKorea, so we had to read that.

On the bottom of our yellow cards and red cards it said, "My game is fair play." So it was up to us to make sure the game was played fairly and then to see who wins. In my opinion, participants at the Tuesday meeting were aggressive, condescending and abusive to

were aggressive, condescending and abusivethe staff. So I just wanted to recognize that.

Regarding the design of this project, the design would be a lot easier if the project

were a hundred percent residential, we weren't

23 trying to sandwich storage in between24 residential and retail.

We're happy with Group 4. We're happy
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1 with Vestcor. Karie from Group 4 is a very

2 talented architect. But looking at the

3 renderings, it appears to me that her hands

4 have been tied by a limited budget, and that if

39

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5 you guys could push them for a budget increase,6 that would allow her more options with

materiality and with facade design.

And it would also be nice if we could hide some of the self-storage units inside the structure, make them less visible, much like apartment complexes do with their parking garages, how they wrap the units around the edge and put the -- the garages in the middle.

14 If the project does win approval, I'm
15 confident that this board will make it the best
16 that it can be, and I think we can do a lot
17 better than the current design proposal.

And I wanted to thank you all for your service because I know some of you have to take vacation time, personal time, time away from your business to serve on the board, and the citizens appreciate all that you do.

Thank you.

THE CHAIRWOMAN: Any other public comment at this time?

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1 MS. HILL: There are no more general

2 public comments.

THE CHAIRWOMAN: Okay. Thank you.Seeing no more, I'm going to go ahead and

5 move to Item D, DDRB 2024-003, the Lofts at

6 Southbank. This is a conceptual review today.

So I'm going to open the public hearing,and we're going to kick things off with exparte communication disclosures.

Mr. Loretta is going to start us off.

11 Thank you so much.

BOARD MEMBER LORETTA: All right. I've got a myriad of ex parte communication. Pretty much everything via email other than maybe two

much everything via email other than maybe to
in-site visits.
I'm going to read from -- I'll actually
start with today's, which we just received, a
handwritten email from Mr. Parola, Ms. Kelly,

handwritten email from Mr. Parola, Ms. Kelly,from Grace Davis with the San Marco -- sorry,

20 she's the SMPS board chair, planning and

zoning, local here. Bottom line, she'srequesting architecture to be a little bit

23 better served within the design.

The rest of everything -- many of the comments were either in opposition and/or

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1 architecture.

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2 On 4/9, Mary Morris was in opposition.

4/9, San Marco Preservation Society,

David, the leader, was in opposition. 4

5 4/9, Zach Davis, voted -- was recommending 6 voting no.

4/8, Vicki Tunstill was in opposition.

8 4/8, her husband, Steve Tunstill, was in 9 opposition.

10 4/8, Tom Ingram was approving, in favor of 11 it.

12 4/8, Nancy Powell was in objection.

13 4/8, Steve Diebenow did drop off some 14 additional paperwork to my office.

15 4/7, Grace Davis was in opposition.

16 4/6, Lauran Hoven was in opposition.

And I do have this for you, the -- so that 17

way, if you're not getting everything, I can 18 give you the information. 19

20 4/5, Demetria Livingston, in opposition.

21 4/4, Theo Marshall, in opposition.

3/29, Leslie and Blase De Leo, in 22 23

opposition.

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3/28, Karen Thomas and John Nagy, in 24 25 opposition.

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3/26, Sharon Hardington, ten-story is a

monstrosity, huge negative impact, in opposition.

3/24, Nicole Cherry, also in opposition.

3/23, Alan Gurien, opposed to the project.

3/2, Jennifer Heneghan, does not want the 6 7 blight from the storage units.

8 3/18, Steve Diebenow did attend to [sic] my office and discussed the project with me in 9 10 detail.

3/15, Jeff Schembera, president of the 11 12 Peninsula, recommending an alternate design 13 option.

14 On 3/13, Mr. Schembera, president of the Peninsula, provided us with a note that 170 of 15 the occupants of the Peninsula were in 16 17 opposition and two were in favor.

On 3/12, Carolyn Blake with Gresham Smith, 18 19 a resident of San Marco, was recommending 20 disapproval.

21 3/12, Pam Sorenson, was asking for different examples and so forth, but is in 22 opposition. She also, I think, was the

gatekeeper of many of these emails that came

25 from multiple other folks.

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3/12, a letter from 3/5 from Bryant 1

Shumaker, chair of the Urban Core CPAC, in

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3 opposition.

4 3/1, John Simmons, in support, lives 5 adjacent.

2/26, Russell Armistead, recommended we 6 7 vote no.

8 And 2/21, Lauran Hoven is recommending 9 voting no.

10 So I believe that is all that I received.

11 THE CHAIRWOMAN: Mr. Dawson, any ex parte

12 communication?

13 BOARD MEMBER DAWSON: I received an email 14 from staff yesterday that originated from Grace

Davis. 15

22

16 BOARD MEMBER MONAHAN: Thank you, Madam 17 Chair.

18 Ditto to what Mr. Loretta listed. I also had an in-person meeting with Mr. Diebenow on 19

20 March 1st and a phone call from Mr. Diebenow on

21 Monday, April 8th.

THE CHAIRWOMAN: Thank you, Mr. Secretary.

23 In addition to the list of emails that

24 Mr. Loretta read, I also received Grace Davis'

25 email yesterday, forwarded from staff.

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In addition, I -- for the record, I 1

currently serve on the board of the San Marco

Preservation Society. In that capacity, I have 3

been present for discussions of the board about

this general project, rezoning, the

6 architecture.

7 I was present for January 8th. I was present for the presentation of this project by

Mr. Diebenow to the board of directors. 9 10 January 11th, I had a phone call with

11 Leslie De Leo, who shared her concerns about

12

13 February 1, I attended the public town 14 hall held by San Marco Preservation, and the

District 5 councilman, Joe Carlucci, about the 15

16 project.

17 February 12th, I was present at the board meeting of the San Marco Preservation Society 18

19 board of directors to discuss the project and

20 voted to opposed the project. I abstained from

21 that vote.

22 And March 26th, I had a phone call with

Mr. Diebenow discussing the project in general. 23

On this project application as well, I 24

25 have been impartial, I have not yet taken a

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stance, so this is -- this is my list. I thinkit is it complete.

3 Mr. Davis.

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BOARD MEMBER DAVIS: All right. So ditto
to the emails that have been mentioned that
have been sent to the board.

I also met with Steve Diebenow, with the applicant, on Monday, this past Monday, and then again back in early March.

And then also just to put out there on the record as well that I am co-owner of a blog called the Jaxson Magazine. In 2022, I co-authored an editorial against the idea of changing the zoning -- the Downtown Zoning Overlay to allow for a single use such as this.

I put that out there to say that that article, that editorial was on a completely different issue than why we're here today, and that I am -- will be impartial within what was -- what's going to be shared today.

21 THE CHAIRWOMAN: Mr. Jones.

BOARD MEMBER JONES: Ditto on all of the emails previously mentioned. There may be a few others that I don't recall, but I do recall a lot of emails about this.

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Again, in-person meeting with Mr. Diebenow on March 1st; a subsequent phone call this past Monday, March 8th; and an additional email

4 correspondence, via staff, from Grace Davis,5 received.

o received.

6 And that should do it.

7 THE CHAIRWOMAN: You're recognized.

8 BOARD MEMBER LEE: Thank you, Madam Chair.

**9** I appreciate that.

10 In addition to the emails listed by

11 Chairman Brockelman on April 9th that we all

12 received, and in addition to the emails

13 Mr. Loretta listed, in addition to the emails

14 staff forwarded, I had ex parte communication

15 on April 8th, meeting with the architects

16 Dorina Bakiri, Karie Kovacocy, as well as a

17 March 5th meeting with Steve Diebenow, which I

18 listed at the last meeting.

THE CHAIRWOMAN: Ms. Berling.

BOARD MEMBER BERLING: So as it pertains to the conceptual review, the only [sic] first one is what's been -- what's been sent through

23 staff and already noted from fellow board

24 members.

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THE CHAIRWOMAN: Okay. Thank you.

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1 All right. We are going to move now to a 2 staff report, please.

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**3** MS. KELLY: So if the Chairwoman is okay

4 with this, I just want to give a little

overview about what this is, mainly for thepublic.

**7** So on Tuesday, the -- there's a PUD, which

8 is a rezoning, Ordinance 2024-0152, that was

9 heard by this board as the Local Planning

**10** Agency. That item, the final action rests with

11 City Council, and I believe it will be going to

12 the Land Use and Zoning Committee on April

13 16th, I think, next week. So that deals with

14 the use of the -- and the use of the site.

This process is -- generally, we call it the design review. The final action rests with

**17** DDRB, so they will decide. And it is a

18 two-step process. So this is the conceptual

19 review. And then, you know, at some subsequent

20 meeting would be the final review. So I just

21 wanted to make that clear for members of the

22 public.

Okay. So I think we all know where the site is. It's located at the southwest corner

of Hendricks and Prudential, and it does

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1 consist of four parcels. It's basically in

this sort of an L shape. I want to point out,

3 too, that -- so this is their site plan

4 (indicating). There's an alley closure that

5 they are proposing as part of this. It's

6 Ordinance 2024-0204. I believe it is

7 partnering with the PUD ordinance, so they

8 should be on a similar timeline. So I just

9 wanted to point that one out.

So the image that you have on your screen,

11 for both the public and the board, they

12 provided an updated package as a result of

13 Tuesday's meeting. So the image shown to you

14 here is different from in your package. They

- Tere is different from in your package. The

**15** have all the retail on the ground floor.

16 Previously, it had, like, retail, leasing, and

17 storage. So I just want to make that note.

So the proposed design is for a ten-story, mixed-use building with ground-floor retail,

20 office, restaurant, or similar commercial

21 programming, self-storage on floors 3 through

22 6, and multifamily on floors 7 through 10.

And I want to point out that there are

24 general standards in the Downtown Zoning

**25** Overlay. They come before the use and form
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regulations. And they require that the project be consistent with the BID Plan, the CRA Plan,

3 the Comp Plan. As you all heard on Tuesday,

staff found that the proposal is not consistent 4

with the BID Plan, the CRA Plan, and the Comp 5 6

Plan, so I just want to bring that up.

7 And then, because of Tuesday's vote, we're 8 just going to put that off to the side, but I just wanted to make sure that was clear. 9

10 Usually, staff does not evaluate based on those

because everything is in the CCBD Zoning 11

District, and it's -- all the uses typically 12 13 comply.

So other findings without going into all of the details, the pedestrian zone at Prudential and Hendricks has been -- it's proposed to be widened to about 27 feet. This is accommodated by recessing the first floor in. No activations currently appear to be designed for this area.

21 Also, this would be a bare site. Obviously, they would have to demo the 22 23 buildings currently there. So they are able to adequately provide pedestrian zones in keeping 24 with the Code.

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So additional findings. There is no 1 height limitation in the Southbank District, but the building should be masked to create an 3 architectural transition in height from the 4 5 surrounding lower story buildings.

The building, currently, as designed, appears to be organized and stacked to identify the program within the structure, but it doesn't offer much facade differentiation as a pedestrian would experience the block front. In general, it appears monolithic against the current context.

The staff is recommending denial. However, given the vote on Tuesday, staff doesn't just want to leave you with a denial. We wanted to provide some additional feedback for the board's consideration.

First of all, any approvals that would move forward, we would request they are contingent upon the adoption of 2024-0152.

Additionally, we would love if there were some sort of -- providing that gradual transition of height. That is required by both the Comprehensive Plan and our Code, stepping up. Something about creating a more prominent

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ground floor since this is the main means of activation along this prominent corner. And, in general, somehow elevating the architecture, maybe providing some facade differentiation or some character-defining features that would respond to the immediate context.

So that's that, and I'm happy to take any 7 8 auestions.

9 THE CHAIRWOMAN: All right. Board 10 Members, questions for staff?

BOARD MEMBERS: (No response.)

THE CHAIRWOMAN: Okay. Do we have an 12 applicant presentation? 13 14

(Ms. Bakiri approaches the podium.)

MS. BAKIRI: Hello. 15

My name is Dorina Bakiri, 1939 Hendricks 16 Avenue. I'm an architect with Group 4 Design 17 and one of the architects behind this item that 18 19 is going to be presented today.

Can we move over -- can I scroll --20 21 MS. KELLY: If you just want to tell me "next" --22

23 MS. BAKIRI: Okay. So, next, next. 24 Quickly, just identifying where we are 25 located on the Southbank. This is an overview

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50 1 map of the Downtown District.

Next.

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On this slide, we zoomed in. We utilized 3 a Google Map to zoom in just on the Southbank District. We highlighted on the map, by use of color, different height of buildings in that area. In light blue, we identified all the 7 buildings that are between four to ten story

high. And then in dark blue, you will notice, 9 10 are the taller building above ten story high,

11 and then in red is our site and the proposed 12 project. You also see a straight line cutting

through the site. 13 14

If you want to go next.

That line was an intentional section cut through the site, and then looking -- moving from the right side of the page, it's kind of identifying how, from the riverfront, you have the Peninsula, which is a very, very tall structure. You're stepping down next to the San Marco Place, and we further step down to what our proposed structure is, and then continue to step down to SoBA, and then it moves back the height of the building to the station at San Marco.

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So this whole graph was kind of to show 1 2 how we are -- read the site in the 3

neighborhoods, and we wanted to show that our

building, it's not imposing but actually fits 4 well in height proportion to the surrounding 5

buildings.

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7 Next.

> My office, prior to moving to the Square, was actually two buildings down from the site, so I walk the site almost daily, sometimes walk to Basil Thai, which the majority of the time was closed. And I had this visual memory of what the site is, but then when we -- this project was awarded to us and designed it, we actually went out there and took pictures. And as a pedestrian, we wanted to take pictures, wanted to see what we actually see.

So the first large image that you have -the left-hand corner, you have a map with the camera view where we took the images from. The larger images, we are in Hendricks, viewing down the river. All you see is this tall skyscraper that defines this skyline of the Southbank. Next to it, you have the San Marco

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The bottom two images, if -- it's when 1 your camera is located on Home Street, and you 2 see the SoBA apartment that occupy almost the 3 entire block, a very large development right 4 5 there.

tower as well, so this is what you see.

6 Next.

7 On the next street, we took the camera and 8 we tried to focus on Prudential Drive. On the main image at the bottom right corner, you see 9 10 the large, vast parking lot that -- I got to see it every day when we worked at the building 11 12 across the street from the parking lot, and then the tall buildings in that area. You also 13 see kind of glimpses of the corner that is 14 15 being -- subject of discussion.

Next.

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17 This slide, it only speaks about -- just the Hendricks Avenue, and how we have not just 18 the corner at the riverfront that you have tall 19 buildings, but even as you crawl, I would say, 20 21 quote-unquote, underneath the interstate highway, where you are compressed and you're pretty much dark -- you've got to come out of that interstate, and then you see the Station 25 apartment that have a five-story height itself.

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1 Next.

2 So we -- up till now, we discussed kind of the overall Southbank area. I wanted to zoom

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in more into the site itself. Again, we used

Google map and zoomed in, and we wanted to 5

highlight what the site is currently made of. 6

And it's a bunch of tiny, little buildings,

and -- with a bunch of curb cuts that -- we

took some pictures of the curb cuts because the 9 10 way the curb cuts are located right now, we

think they are dangerous to the community, to 11

the pedestrian, and the bikers that bike and 12 drive through and walk through this corner. 13

Some of the images, it's hard to see from here, but I believe the top left corner shows the quality of the sidewalks that are currently present on the site. As can you tell, they are fairly narrow. I question if some of them do even meet the ADA requirements.

Next.

21 On this next slide, it's a site plan of what we're proposing. It's an L-shaped 22 23 building that will -- sits back a couple of feet from the property line of Hendricks Avenue 24 25 and Prudential Drive. The intent for that was

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that we not only meet the requirement of the

Overlay District for the width of the

sidewalks, but we go above and beyond on that 3

4 one.

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And here, you can also see that -- the 5 entrance to the parking garage of Prudential.

There's a one-way entry from Prudential, and

8 it's about 115 feet away from the corner of Hendricks Avenue. 9

And the exit on the first level garage is of Home Street, which we think that this will 12 improve the safety of walkers -- pedestrians, I mean, bikers and cars driving through this 13 corner. 14

Next.

We feel that this corner at the Hendricks Avenue/Prudential is the prominent corner, so 18 this plan kind of highlights how we're going to address the streetscape and -- by the use of pavement, vegetation, benches, light fixtures, and how we're going to comply with the Overlay 22 District.

23 We also show -- in this area, you see that there is a retail and a business component to 24 25 the first level, and we'll -- with the use of

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placing [sic], we'll open up and create that connection to the sidewalk. 2

3 In the back, tucked behind the important corner, we have the entrance to the parking 4 5 garage.

Next.

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These are some -- then the next slides, we'll look at some section cuts. This one in particular is through Prudential Drive that identifies the -- the pedestrian zone is about 16 feet, then we actually went above the minimum requirement. You have an 8-foot clear pedestrian area, which we think is a much greater improvement than what currently is at the site.

Next.

This is a section through -- at the corner. As staff mentioned earlier, it widens it up to 27 feet for pedestrian -- as a pedestrian corner. We think that this will improve the visibility of walkers, of bicvclists, and cars.

23 Next.

24 This is another section cut. It's very -this is through Hendricks Avenue. It's very

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similar to Prudential Drive. Again, the pedestrian zone increased to 16 feet.

3 Next.

This is through Home Street, where the 4 pedestrian zone on the side of the building, 5 6 it's increased to 26 -- 20.6 feet.

Next.

This is the section cut through the adjacent property, and it's just to show where -- the property line between the parking lot next door and our building.

I'm going quickly through these slides. This is more about how we're planning to 14 furnish the area. It's pretty much an 15 extension. It already exists just north of our 16 site, and we're using the same materials that 17 are used just north of our site and bringing 18

those and filtering them through the -- toward 19 San Marco, and wrapping the corner. 20

And you can see the selection for the bike rack, some planters that we're planning to put against the buildings, a bench, and trash cans.

24 Next.

> This is the planting material. Again, Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

we'll meet the overlay requirement for the

shading. And the plant material selection is

based on what is already part of the overlay requirements. 4

5 Next.

6 Now, we talked about, so far, the Southbank, and we talked about how we're going

to treat the sidewalks. We're getting into the

building itself. On the left-hand corner, you 9 10 can see the first floor of this future

building. We have labeled all the spaces. 11

A portion of the first level will have a 12 substantial amount of retail businesses and 13 commercial spaces. The facade that abuts 14 directly to the Hendricks Avenue is 100 percent 15 activated to the sidewalk on the street. The 16 17 northern facade that abuts the Prudential, we have -- over 60 percent of that area is 18 19 activated, and then we have the entrance to the 20 parking garage in -- color coded there.

21 You can see the vertical circulation, how you can move up and down the building to -- to 22 build the specific mixed uses that will be 23 housed on the upper levels.

24 25

On the right-hand side, you have the Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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second level parking garage that will be mainly

used for residents. And the entrance for that,

and exit, will be from Home Street. 3

Next. 4

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On the left here, you see the Level 3 to

4. That is the storage facility floor plans. 6

And on the Level 7, on the right-hand, you 7 start seeing the layout for the residential

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portion. We'll have a variety of one-bedroom, two-bedroom, studio apartments. 10

11 And right at the corner, where you see the diagonal hatching, that's where we intend to 12 have the amenities for the residents. And then 13

the square in the center, we're planning to 14

have an outdoor amenity space or a rooftop 15

(inaudible). 16 17 Next.

18 This is more going up to Level 8 and 9 and 19

10. It's pretty much the residential spaces.

20 Level 8, you can see there's still a portion of the floor plan hatched that's just 22 identifying that some of the amenity spaces provided will have a double-height space into 23 the building. 24

25 Next.

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We've seen those sections before. This is just a graphic representation to show that this

3 is a true mixed-use type of development. And we have retail space at the bottom. We have a

- 4 parking garage. The mixed-use component of 5
- 6 storing or -- we consider that as an 7 unactivated space.

And then on the Level 7, all the way to the top floor, you have the outdoor amenity, indoor amenity, and as well as the residential portion of it.

Next. 12

> This is another section cut. This section cut is kind of to show graphically, quickly, we can identify what percentage is of what use. You can quickly see the top layers are the residential. You have the storage in green, parking in purple, I believe, and then orange for retail spaces. These are just graphic representations that we use to show that we are a true mixed-use building.

Next.

So this is kind of a section cut and then the west elevation. So we see a section cut through the ramp and how you enter the second Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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level garage, but you also start to get glimpses of how we're planning to treat the elevation of this building.

Next. 4

> I don't want to focus too much on the elevation itself. I think I want to discuss and talk about the architecture and how we are treating the architectural elements more on the 3D renderings because I feel like the elevations don't really tell the full story. They miss the trees and the houses and building next door, and we're always viewing them from up high when, in reality, it will be 6 feet off the ground and looking up.

But I do want to focus at some of the images that we've taken from the Southbank and Downtown Jacksonville. Some of these buildings are what I consider architectural gems for the town, and what we wanted to do with these buildings is -- we looked at them, and we wanted to capture what had made these architectural elements and what made these buildings beautiful and use these elements as part of our design.

So I put the view of the Southbank down at Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

the bottom just to see kind of what happened in

- 1967 when the Riverplace Tower was built -- was
- the only tower, and everything around there was
- a single-story or maybe two-story building.
- And we've come a long way since then, and now
- we have a lot of towers, but the first tower
- that was built there is this beautiful
- structure that has pushed the columns to the
- facade, and the -- and it highlights the
- 10 structure. And then the structure of the
- vertical elements of the structure kind of held 11
- or frame it, within itself, the architectural 12 skin. 13

14 Moving to the left, we have a couple other buildings. So you have the Baptist Medical 15 Center not far from that area. Again, has this 16 17 repetitive, tall columns that are actually the structural columns that are supporting the 18 19 building, but they are also framing how the 20 architectural facade is elevated.

We -- I love the garage downtown. You 22 have this vertical, repetitive column on the facade that are framing the clear glazing, the transparent elevation of the ground level, and then you have a screen on the second -- the

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upper levels that obscure the apartment -- the garage behind it.

And then you have the Haydon Burns Library 3 that -- again, those fins are not necessarily

structural elements, but it's this vertical,

repetitive element that -- by protruding out,

it creates this shadow and light element that 7 8

makes the building change throughout the day.

The intent of me telling you all of these 9 10 is because these are the things that we found 11 in our neighborhood and exist and we wanted to implement that on the way we tell the story 12 about our building. 13

Next.

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So this is the corner of Hendricks and Prudential. Our camera is set at about 6 feet, and we're looking up to the building. And in here, you can see those vertical columns. Again, we took the elements that are already in the neighborhood, in the downtown district, and we pushed them to the exterior of the envelope.

22 We articulated them enough so they will 23 provide a shadow as the sun moves throughout the day to the facade, to the simple facade. 24 25 We wanted this element to shine and frame the

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other materials that define all of the other

2 levels.

3 So the column itself is really this (inaudible) that we're setting on the 4 5 elevation. And to us, as the designer, this 6 rhythm has a very important meaning because of 7 what -- as a pedestrian, when you walk through, 8 you have that repetition of rhythm, and it provides a sense of comfort because, once you 9 10 have walked past the same element once or twice and three times, you already feel like in a 11 12 known space. So by doing that, we already created a connection between the pedestrian and 13 14 the bicyclist and building itself. Also, we're 15 breaking the facade with these elements.

And then the third thing that we're doing with -- holding with these elements, these vertical elements, all of the layers that makes this building a multifamily -- and we intentionally wanted these layers to be identified from the exterior, what they are.

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to break that scale.

We wanted the first level that is the mixed-use and commercial level to be a see-through, transparent level, and that's why we are treating -- and then feels more

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1 also at nighttime.

2 As you move the -- up on the levels, you 3 can see that -- so we -- through punched openings, the storefronts, the railings, and 5 certain areas on this image.

Exactly on the upper left corner, you see some of the walls have been pushed and treated with a different texture. It's to bring that human scale, to tell the -- to tell the story that there are people living in this building,

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there are activities happening by these people 11 12 that live in this building.

13 Next.

14 We intentionally -- apart from the 15 vertical columns and the glazing at the ground 16 level, the punched opening that -- we wanted to 17 play with window location, we wanted to play with the shadow and light, the screen. We also 18 19 wanted, intentionally, to leave some blank 20 spaces because why not identify areas where --21 we, as a town, as a community, have amazing artists in this town, and we wanted to 22 23 celebrate them and create this blank canvases 24 for a potential future art project.

> So that's this corner over here that Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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connection of the sidewalk with the inside of the space, and we tried to do that with the

treatment of the storefronts and where the 3

openings are, and to create that connectivity 4

within -- with the sidewalk and with the spaces inside the building.

7 And then as you move up the (inaudible), 8 we're using another element to identify what we're calling as the unoccupied spaces where 9 10 you can store cars, where you can store objects. And we're using a screen, so in here, 11 12 we're highlighting that there is -- or trying to obscure an unoccupied space, but we're 13 14 introducing a smaller grid, a smaller element 15 or a texture to the -- to the building, and 16 this is done intentionally to tell the -- to 17 tell everybody on the street that this is 18 what's happening inside this building but also

What's going to happen with these vertical 20 21 fins throughout the day -- and they -- how they will, like, move through the sun. And then at 22 23 nighttime, if they look behind, it will be this ribbon of glow at night. And they will enhance 25 the building, not just during the daytime, but

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you're looking, it's probably a very possible 2 location.

3 Next.

Another view that we wanted to talk about 4 is the southeast view. Again, that's why I didn't want to talk about the elevations 6 7 because we forget that the elevations did not 8 show the existing structures on the site and how much of the building will be obscured by 9 10 what's already's existing there.

11 But even through this view, you can see 12 the screen of the garage, the transparency of the first level, the articulation of the upper 13 levels where we played with a little bit of 14 color and texture and how we pushed and pulled 15 some of the elements of the facade. 16

If you want to push it back two slides ahead, and I will just leave it -- I will end with this slide, yes.

20 THE CHAIRWOMAN: Great. Thank you so 21 much.

22 And could you -- I want to get your name 23 right. Is it Ms. Bakiri?

24 MS. BAKIRI: Yes.

> THE CHAIRWOMAN: Great. Thank you. Thank Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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you so much.

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2 Board members, do we have any questions 3 for the applicant?

BOARD MEMBER DAVIS: I guess I have one 4 5 guestion about the architectural design.

One thing, as I've reviewed the previous version over the last few days, is -- I couldn't put my finger on if you were going for an Art Deco look, or what. I guess from understanding what you're saying, you just kind of took pieces of different elements around town? Because I saw a brutalist design, a

mid-century design. 13 14 MS. BAKIRI: Yeah. So Jacksonville has 15 been built throughout multiple years, but one common design through the mid-century, through the brutalist movement, through the Art Deco -there are some elements that are common even 18 19 till today in architecture, and one of them was the way we're doing the representation of the vertical membranes. So we just took that as a detail that was used throughout the history and 22

BOARD MEMBER MONAHAN: Ms. Bakiri, do you have a material board with you?

tried to imply it in its own newer way in here.

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MS. BAKIRI: Not today, but as of right 1 now, we're mainly thinking, because this is a 2

high-rise, it's going to be a concrete 3

structure. So what we're envisioning is 4

5 probably going to be stucco on the exterior,

where the majority of the space will have 6

7 storefront. And then the screen will be, like,

8 louver, metal louvers.

9 BOARD MEMBER MONAHAN: Thank you.

THE CHAIRWOMAN: Mr. Loretta.

BOARD MEMBER LORETTA: I got more of a 11

12 site plan question. The trash, how does that work? Is there, like, a garage door off the 13

alley, and you all pull this out, and that's --14

the alley actually is maintained up toward the 15

trash? Is -- can you walk me through how that 16

17 works?

> MS. BAKIRI: Can we go to the site plan or the first (inaudible) plan?

So we discussed this with our clients. So 20 21 we'll have the trash cans inside the building.

Everything is within the building, and then 22

23 they are going to roll them either to Home

Street or Hendricks Avenue, and then the trash

25 will be picked up from there.

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BOARD MEMBER LORETTA: Keep going. 1

2 MS. BAKIRI: So, yeah, I believe it's

Level 5. Trash is Number 5. Right at the

corner, on the left and side of the project, 4

5 between -- right there. Yeah, that's the

trash. So we're either going to roll out the 6

7 trash on Home Street or on Hendricks Avenue.

8 BOARD MEMBER LORETTA: Can you provide

further documentation at final on how you 10 accomplish that, with what the bins look like

and all sorts of stuff? I'd like to --11

12 MS. BAKIRI: Yeah, definitely.

BOARD MEMBER LORETTA: I think that needs 13

14 to be understood much more.

MS. BAKIRI: Understood. 15 THE CHAIRWOMAN: I'm going to echo 16

Mr. Loretta's question because the entrance to 17

this access point that he's referencing up to 18

19 Number 5, is that the trash -- that is

20 immediately adjacent to 1451 Home Street,

which -- since your office is -- used to be 21

located near there, you'll know that that's one 22

23 of the oldest remaining structures in what was

24 first South Jacksonville, the city of South

25 Jacksonville.

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So in deference to the historic 1

preservation of your neighbor, I just want to

see a turning radius, and then I do want to see 3

some analysis on how vehicles are going to 4

access and how we're going to respect the 5

property of that historic building. 6

MS. BAKIRI: Definitely.

THE CHAIRWOMAN: Any questions?

BOARD MEMBER DAVIS: I've got one more 9

about the self-storage floors. I mean, can you 10

11 explain how that's actually going to be laid

12 out? I know this is conceptual and it's a big

box, but how is that going to be broken out a 13

14 bit? Can you explain that?

15 MS. BAKIRI: Unfortunately, I don't have

much information at this time. They have --16

I've never done a storage facility before, and 17

I believe the owner has a different architect 18

19 for the storage facility and will do that

layout for us. 20

21 BOARD MEMBER DAVIS: The architect is not 22

here? 23

MS. BAKIRI: No, it's [sic] not.

THE CHAIRWOMAN: So as part of conceptual 24

25 review, I mean -- I think we need to discuss

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the site holistically, all of the uses as 2 they -- as they function together. Is there

anyone on your team that could maybe discuss --3

I see representatives from Vestcor here, but I

5 don't know if there's anybody else that could 6

help answer some questions.

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help.

MS. BAKIRI: So I can help out with how the moving trucks or loading trucks will come into the site and how that will be taken to the storage levels. So I can show you that is identified on the floor plans. But how the inside of -- the layout of the floor plan, I

13 don't have a full layout for that vet. 14

BOARD MEMBER DAVIS: And I guess one of the challenges I have, or questions I have, is -- as we talk about what you can actually do with this facade, is that we need to have a clear and better understanding of what's

19 happening on those floors --20 MS. BAKIRI: Okay.

21 BOARD MEMBER DAVIS: -- whether we're 22 talking about potential transparency or ways to 23 better differentiate and break up the mass of the building. It's going to, like, really 24

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1 (Mr. Hoover approaches the podium.)

MR. HOOVER: Hey. I'm Ryan Hoover, 1649 2

3 Atlantic Boulevard, from Vestcor.

So you're asking for the actual, physical 4 5 layout of what the storage cages are going to look like inside the walls? 6

BOARD MEMBER DAVIS: I wanted just a brief description of how the layout is going to be because, right now, I'm just looking at a big

9 10 box, and for me --

11

MR. HOOVER: Okay. So you --12

(Simultaneous speaking.)

BOARD MEMBER DAVIS: -- (inaudible) talk

14 about the mass of the building.

MR. HOOVER: Okay. Yeah, you won't be 15 16 able to see the inside of the building from the outside because -- you're talking about --17 you're talking about the exterior elevation? 18 19

BOARD MEMBER DAVIS: At this point.

Like, we're going to have a discussion about -- I hope, about what could be done to enhance the visual quality from the exterior of

23 the building. But in having that discussion,

it's always good to have an understanding, 25 generally, of what you kind of are thinking

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about interior-wise even though you may not be

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2 at a final level. I mean, I understand it's

3 conceptual, yeah.

4 MR. HOOVER: Okay. So it will generally 5 look like storage units, cages, roll-up doors, hallways. Like, that's -- you're not going to 6

7 see that from the outside.

8 MS. BAKIRI: Dorina again here.

9 So if you're concerned about the skin 10 facade, the intent is that we will have a solid

wall on the exterior, and we'll attach a screen 11

12 to the -- behind -- on the surface of the wall,

13 and we'll probably put some LED lighting behind 14

it to light it at night time.

15 Did that address -- or getting closer to

16 what you're looking for?

17 BOARD MEMBER DAVIS: I mean, it's what we

18 have right now.

19 MS. BAKIRI: Got it. I understand.

20 THE CHAIRWOMAN: Mr. Monahan.

21 BOARD MEMBER MONAHAN: Thank you, Madam

Chair. 22

23 I do second Mr. Davis's question. I mean,

can we see more a detailed plan of -- I 24

25 understand what storage units look like, but a

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more detailed plan of the interior of the

building on the storage floors?

3 (Ms. Trimmer approaches the podium.)

MS. TRIMMER: Cyndy Trimmer, One 4

Independent Drive, Suite 1200.

6 So we are at conceptual, so we're not

7 required to have the detail on those floor

8 plans. Nobody is trying to hide the ball. We

9 will absolutely make sure that we have more of

10 that when we come for final.

11 That architect is somebody that works with

12 CubeSmart that does very traditional

self-storage floor layouts. So, as Ryan 13

14 alluded, it will be hallway corridors with

15 self-storage units, opened, interior to the

16 parcel.

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What we did here was an attempt to address what we thought the comments were in terms of

19 not wanting to see what you have on some of the

20 other self-storages in town. We got a comment

21 of, don't just try to dress it up and let's not

22 pretend it is something it's not. So we

23 intentionally didn't do it with the openings

that have the windows because we thought that 24

25 that was what was desired.

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1 If we have misinterpreted, we absolutely 2 want feedback from this group about what to do 3 with those floors that will have a meaningful architectural impact, but it was responding to 4 5 what we thought we heard the first time around.

In terms of the floor plans, we will get them, to advance those, so that we can share them so you can see where units versus hallways are, but it is a CubeSmart, so it will be very

traditional in terms of that layout. 10

BOARD MEMBER DAWSON: So is the storage 11 12 air-conditioned?

13 MS. BAKIRI: Climate-controlled, yes. 14 BOARD MEMBER MONAHAN: What's the

15 clearance on the garage opening? About

20 feet? 16

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17 MS. BAKIRI: It's 24 feet.

18 BOARD MEMBER MONAHAN: Thank you.

19 And then one more question, if I may,

20 Madam Chair?

21 THE CHAIRWOMAN: (Nods head.)

BOARD MEMBER MONAHAN: On the planter

23 boxes -- to my knowledge, all of the planter

boxes in the area are either concrete or wood. 24

25 MS. BAKIRI: Okav.

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1 BOARD MEMBER MONAHAN: So I don't know how

2 the rest of the board feels about this, but

3 changing it from a metal, diamond-cut plating

to -- to wood, I think would be good. 4

5 MS. BAKIRI: So the boxes, the planter

6 boxes are going to be at the -- the taper

7 corner, and they will frame the entry there.

8 So they're going to be against the wall, and

9 then the tree wells will be treated as they are

10 currently treated throughout the area.

11 BOARD MEMBER MONAHAN: Thank you.

THE CHAIRWOMAN: Any questions?

BOARD MEMBERS: (No response.)

14 THE CHAIRWOMAN: I have one question, and

I'm not sure who wants to answer it, on -- and 15

16 I recognize this just happened two days ago,

but one of the conditions that came out of 17

Tuesday's meeting was a minimum of 8,500 square 18

19 feet of retail on the ground floor. The total

sum, I believe, that was on the diagram was 20

21 only 8,000. So I just want to clarify and just

22 confirm that we are intending to -- I know we

23 might not have had time to update this.

24 MS. BAKIRI: So I believe, if you go a

25 couple of slides ahead, we had a -- go -- I'll

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1 see what slide number it is.

2 THE CHAIRWOMAN: It was on Page 13.

3 MS. BAKIRI: On Page 05, we have that the

retail/office space is at about -- that whole 4

5 boxed area, it's at 14,500 square feet. So

we'll just have to re-lay out and identify at

7 the next presentation exactly that 8,000 square

8 feet dedicated to commercial use.

THE CHAIRWOMAN: Okay. Yeah. Thank you.

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10 But the condition on Monday was that the

8,500 be not related to the storage -- the 11

12 leasing activities --

13 MS. BAKIRI: Correct.

THE CHAIRWOMAN: -- so just wanted to

15 confirm that on Page 13.

16 MS. BAKIRI: And that happened two days 17 ago, so we did not have a chance to update this

18 layout to show those numbers.

THE CHAIRWOMAN: Totally understood.

20 Thank you.

21 Board Members, any other questions for the

22 applicant?

23 BOARD MEMBERS: (No response.)

24 THE CHAIRWOMAN: All right. Seeing none,

25 we are going to move on to public comment.

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Thank you. 1

2

MS. HILL: We'll start with Grace Davis.

3 (Audience member approaches the podium.)

MS. HILL: Please state your name and 4

address for the record. 5

6 AUDIENCE MEMBER: Hello.

7 I am Grace Davis. My address is 4131

8 Birmingham Road, Jacksonville, Florida.

So I just wanted to comment and echo 9

10 what's been said earlier on the architectural

11 aspect. We would like to see that the building

12 be organized in a way where the program is

split vertically rather than horizontally, so 13

14 the storage units could face the interior, and

15 apartment units can be street-facing in an

effort to avoid the monolithic concrete wall 16

17 that you have shown since that is taking four

stories of prime real estate on the street 18

19 side.

20 Additionally, we would like to see the

21 materiality be more congruent to the

22 vernacular.

23 And our last comment would be to utilize

spandrel or some other material to break up the 24

25 concrete facades so the elevation doesn't read

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the interior program so obviously from the 2 exterior.

3 Thank you.

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4 THE CHAIRWOMAN: Thank you.

5 MS. HILL: Next, we'll have Pam Sorenson.

(Audience member approaches the podium.)

7 AUDIENCE MEMBER: Pam Sorenson, 1431

8 Riverplace Boulevard.

I was here Tuesday, so I will not bore you with my opposition to the storage part of this project. Everything else is great. Retail, residential, we are for. Storage, we are 13 against.

And my only request would be -- and this is in no way endorsing the project as it stands right now. If you do go forward with storage, since it is three different groupings -retail, storage, apartments with the storage -if it could be as subtle and indiscrete as humanly possible.

21 This is a statement in Southbank, to include storage in this project, and we just 22 23 don't want it to be the gentlemen's club CubeSmart on Roosevelt or the CubeSmart that 24 can be seen from I-95 with their garish signage

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of big red letters. 1

So that would be something I would love 2 3 for you all to consider.

4 Thank you.

THE CHAIRWOMAN: Thank you, Ms. Sorenson.

6 MS. HILL: Next we'll have Carnell Oliver.

7 AUDIENCE MEMBERS: (No response.)

8 THE CHAIRWOMAN: Mr. Oliver?

9 AUDIENCE MEMBERS: (No response.)

10 THE CHAIRWOMAN: Let's come back to him if 11 he walks in again.

12 MS. HILL: Then we'll have Elizabeth 13 Figura.

14 (Audience member approaches the podium.)

AUDIENCE MEMBER: Hello, everyone.

My name is Liz Figura. I live at the

Peninsula. It's nice to see everybody today.

17 I've been to a number of these meetings,

18 and I know that we're talking about conceptual 19

and design review, of which I know nothing, but 20

I do have a couple of questions that I want to 21

kind of just throw out to see what your 22

23 thoughts are.

24 I don't really know a lot about storage 25 places, except having used one at Philips

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Highway for a while, but there's a couple of

things I found on the Internet that I thought

you might find interesting.

4 One in Orlando. "Help, mice made my rugs at CubeSmart" -- "mice ate my rugs at a 5

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CubeSmart storage facility." 6

7 Here is another one that came in from

Virginia. "I stored some furniture in a 8

CubeSmart storage facility, and a year later, I 9

10 found the furniture was destroyed by rats."

Masked bandits in New York had gone and stolen \$140,000 worth of merchandise.

Down in St. Petersburg, multiple units 13 14 caught on fire. The fire department was able to respond, and there was heavy smoke and 15 flames coming from the storage units. 16

Breaking and entering, there was an issue in Boston. It was kind of interesting. People were actually living in it. They said, "Boston officials say they've shut down a storage facility where people were living illegally in rented units, finding beds, curtain rods, and

22

23 coolers. A CubeSmart employee then declined to 24

comment." 25

So I guess my only thing is, if we're Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

looking at -- for people that will be living

with the storage facility underneath, I know

that I would be interested in safety, security,

and nuisance infestation. So as people are

looking at building this and knowing people

will be living upstairs, I think food for 6

thought would be someone that we could 7

8 potentially talk to about that.

9 Thank you.

MS. HILL: Okay. Next, we'll have Carnell 10 11 Oliver.

12 (Audience member approaches the podium.) AUDIENCE MEMBER: Yes, my name is Carnell 13

Oliver. Address is on file. 14

> I ended up taking a nap. I'm glad that staff was able to wake me up.

I'm not much of a technical person. I would rather people get to the point and tell me exactly what you're trying to do, but I'm looking at the application process of this project, and I want to highlight some names.

22 Some of these groups really don't stand 23 out to me, but two names really stand out to

me. The lobbyist group is Steven Diebenow and 24

25 Cyndy Trimmer.

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The second name that really stands out to me is Summit Group [sic]. There's a clear connection here.

I think the biggest issue that the community doesn't recognize, or the residents of this community don't recognize, is that we live by a good old boy system here in Jacksonville. Right now in Riverside, you've got Diebenow. I don't know where their office is. But when I look at Summit Group, or any other company, like Group 4 -- I've heard them mention that they're right there in Riverside. This is the good old boys system.

These are people that do a project in our community. They are good old neighbors. They are good old friends. But when you talk about power brokers, one of the things that I realize is that you find out who are the individuals that are pushing the project, then you find the connections. This is a criminal investigation. Each hand watches the other hand's back.

I think this project is going to get pushed down this community's throat, but I want you to understand something. If you want to understand where all the power is in our

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community, look at Riverside because -- I'll use something for an example. Where Florida

Blue is, that empty space is, that's where JSO 3

is going. Many of our largest corporations in 4

5 our community are mostly in that corridor, and

this project is going to get pushed by -- down 6

this community's throat because they really 7

don't understand the structural power struggle

8

that's within our community. 9

I'm learning each day to break down what that power structure looks like. This project is probably going to be pushed down this community's throat, but you always got to remember something, and I'm going to be very clear to this community. If you see Steven Diebenow, Paul Harden name on any kind of project, best be aware that they are in the loop with the institution of this city.

And don't be alarmed that this project is going to happen, because when you see Paul Harden, Cyndy Trimmer, or Steven Diebenow --

MS. HILL: Thank you. Your time is up.

MR. OLIVER: -- it's going to happen.

MS. HILL: Thank you, Mr. Carnell. 24

THE CHAIRWOMAN: Ms. Hill, do we have

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further public comment on this item?

2 MS. HILL: Yes. Last, we have Nancy 3 Powell.

4 (Audience member approaches the podium.) 5 AUDIENCE MEMBER: Nancy Powell, 1848

Challen Avenue, Jacksonville, Florida.

lot easier to be designed.

I was here on Tuesday, on behalf of Scenic 7 8 Jacksonville, opposing the rezoning of the storage facility use. And I think I would just 9 10 say, in addition, if you didn't have the use, this project, as Zim Boulos said, would be a 11

And just on a personal basis, I want to 13 say that a big problem with those four floors 14 is -- it's like a big wall. There's no 15 windows. And I looked up -- I think, 16 17 theoretically, just like a parking garage, you can hide some of the project -- some of the 18 19 parking uses that are usually not attractive. 20 Most of the time, you do that through wrapping 21 of the building with units. This is a unique site plan with this L shape. 22

But, you know, I know one of the members talked about a project in the -- Channelside, in Tampa, so I looked that up. And if you see

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this -- if it's Seaport Storage, which is -- if

it's the one you're thinking of, it actually

looks like a middle-of-the-road apartment

building with a lot of windows, a balcony.

They're probably fake balconies, but they are

balcony-type structures, so it is possible to 6

do it. I'm not qualified to give direction on 7

this one, but -- but this does not -- I don't

think upholds the standards that we aspire to, 9

especially on the Southbank.

10 11 Scenic Jacksonville has a Great Cities Symposium. The very first one, we had Joe 12 Riley of Charleston, and what he says -- and 13 what he's credited to is raising the bar of 14 Charleston. And I think we need to raise the 15

bar. You need to commit a city to excellence, 16

17 and that is visible realities. So I would urge

you to force a redesign of this project because 18

it really does not uphold the standards and the 19 vision that most people have of the Southbank 20

21 and Downtown.

22 Thank you.

MS. HILL: That's it.

THE CHAIRWOMAN: Okay. Thank you. 24

25 We are going to close the public hearing.

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1 If we could get the item in posture,

2 please.

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BOARD MEMBER MONAHAN: Thank you, MadamChair.

Move item DDRB 2024-003, Lofts atSouthbank, conceptual review, with staff

Southbank, conceptual review, with staff
recommendations.
BOARD MEMBER LEE: Excuse me, Madam Chair,

BOARD MEMBER LEE: Excuse me, Madam of before we second, could we confirm, is this a
motion to approve the staff recommendation to deny?

THE CHAIRWOMAN: That would be -- we're going to follow the kind of scheme that we did on Tuesday, and we will first -- if it's the board's wish to move staff's recommendation first, and then if we have additional feelings, motions, then maybe we could address those, unless somebody wants to proceed a different way.

BOARD MEMBER MONAHAN: Through the Chair to OGC, if a board member would like to not include staff recommendations, would they amend -- would I have to amend my motion?

MS. LOPERA: Through the Chair to
Mr. Monahan, so my understanding was your

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motion was to deny. It was worded kind of

differently, but I think by saying you were

3 moving the staff recommendation -- the

4 recommendation was to deny, so that's a motion

5 to deny. It did not receive a second, so the

6 motion fails. At this point, another member or7 yourself could make another motion.

yoursell could make another motion.

8 BOARD MEMBER DAVIS: I didn't know if he
9 was even done talking.
10 BOARD MEMBER MONAHAN: Yeah, I was iu:

BOARD MEMBER MONAHAN: Yeah, I was just really stating -- I was asking a clarifying question. I think my --

THE CHAIRWOMAN: We have to move -- do we
not have to make a motion to move forward to
get to discussion?
MS. LOPERA: To the Chair, someone needs

MS. LOPERA: To the Chair, someone needs to make a motion to approve, to deny, however you want to do it, but --

you want to do it, but -BOARD MEMBER BERLING: Can I make a motion
to approve denial with staff's recommendations?
Right? So essentially restating I'm making a

motion to deny the applicant with staff's

23 recommendations or with staff's justifications,

**24** so ...

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BOARD MEMBER DAVIS: I'll second that if Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 1 that's a motion to deny based off what's on --

BOARD MEMBER BERLING: Staff's

3 recommendations. Exactly.

THE CHAIRWOMAN: Okay. We have a motion on the floor. Thank you.

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**6** We will next move to board discussion.

7 I've give (inaudible) to both Mr. Loretta

8 and Mr. Lee today, so I'll start with Mr. Lee

**9** just for the heck of it.

**10** BOARD MEMBER LEE: Thank you, Madam Chair.

**11** Appreciate it.

This is a very tough architectural problem that I don't envy the design team or the

14 developer to try to solve what is truly, to me,

15 an exciting mixed-use project, being able to

**16** take a piece of land that is completely

17 underused and develop a lot of retail, a lot of

18 multifamily, a lot of other uses, including a

**19** garage, which sometimes I think we forget that

20 there is a garage level in this building.

21 So with that being said, you know, my 22 comments are that it's a very difficult project

23 to get behind from an architectural standpoint.

24 It is very sharp. It is very brutal. It has

really no relief at the ground level with the

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90 **1** exception of the canopy.

**2** And the iconography of the Riverplace

**3** Tower and the Haydon Burns Library are really

4 under appreciated masters of architecture --

5 architectural pieces in our community, which I

**6** absolutely would support using those as

7 precedence for a design of this building, but

8 this is not that.

**9** To me, this is almost like it's a

10 ten-story CubeSmart with windows on the top

11 floor of the CubeSmart and applied columns to

12 help break it up and that's really it. So I

13 think there's a lot of work to do here on the

**14** architecture, and I think that it's got to come

15 from a creative solution, and it may not be

**16** just stacking. It may be, like one of the

17 public speakers mentioned, a restacking

18 vertically rather than horizontally.

And it's never been the mission of thisboard to design projects for our applicants but

21 to try to get feedback to where we hope they

22 will create better and more lasting

23 architectural projects within our community,

24 especially one that is so important right here

**25** on the Southbank in such a storied community.

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1 So I'll support not approving this 2 conceptually.

3 Thank you, Madam Chair.

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THE CHAIRWOMAN: Mr. Jones.

4 5 BOARD MEMBER JONES: Yeah. I think some 6 of the -- and maybe there's a little bit of a 7 level of miscommunication or misinterpretation 8 on behalf of the applicant. I think I do see 9 where there was an attempt -- I presume there 10 are some windows corresponding to where the storage units would be, but I just -- I guess I 11 12 just can't make sense of why there were just 13 some on one floor, but then you have this sort

of facade screening material, which I'm not

sure what that is, but, yeah, I think --

Again, I think there's always this sort of definition of what is conceptual -- in concept as a mixed-use building that's trying to attempt to integrate storage, I'm all in favor of that. I just think, again, we're at a point where we need more work architecturally to see just some alternatives so that we can be in a better posture to move to an approval.

Again, in concept, I approve the use and what we're trying to do here. I guess it's

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iust executing more -- I'd like to see more on the treatment with respect to transparency and, 3 you know, fenestration and things like that.

4 I'm not even really crazy about the windows,

5 but -- that's really about it for me.

6 THE CHAIRWOMAN: Mr. Davis.

BOARD MEMBER DAVIS: I mean, I'm at the

8 same point. That's why I kind of asked for

9 further clarification on what was going on in

10 the storage floors because I believe if you

11 looked at this in the surrounding context, the

12 massing of this is just so large. It's not so

much about height. I know the height is 13

14 unrestricted in the Southbank, but you almost

15 have the ability to recess some things,

16 create -- looking at different types of

17 materials to create different sites -- I mean,

certain viewpoints of scale despite the height 18

19 and how it interacts with the adjacent

20 properties. I would like to see a lot more

21 transparency, especially on Home Street.

I mean, if you look at the south side of Home Street, those are residential units there, and right now, there's a blank wall. And then

even coming in to downtown from I-95, I really

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don't want that side to be treated like a back

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2 wall because the majority of people who come

through this town are going to be seeing it

from that angle. 4

> I think there's some opportunities. I know you talked a lot about the vertical

7 element. I really think it needs more

8 horizontal treatment as well to help break down

9 the massing of the facade, and I think you have

10 an opportunity, in looking at your high profile corners, to do something special and iconic 11

12 that can really make a positive impact on the

13 Southbank skyline.

14 So, yeah, today, I can't give conceptual approval just because it seems to me there's so 15 16 much work that needs to be done, but I'm more 17 than happy to talk about different types of 18 opportunities.

In addition, I'll also just mention, I did go through the folder that was given to us on Monday. It had a number of self-storage unit

22 examples in downtown areas. If you actually

23 break that down, the majority of those were not

24 in downtown. Many of them were adaptive reuse

or in basements of existing office space and

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office buildings, but there were two that were

fairly recently built, one being in Brickell,

which I'll kind of argue is probably not

Downtown Miami, but even in that case, they

found a way -- that was, like, a CubeSmart.

They found ways to include glazing and 6

7 transparency on their corners as a part of

their interior internal circulation to those

9 units, and that's one of the reasons that I

10 asked about that.

> So even in your documents, there are some examples. I wouldn't say they are the best

12 from an architectural perspective, but I do 13

14 think they give precedent to the fact that some

things can be achieved that's not been explored 15

THE CHAIRWOMAN: Mr. Monahan.

16 at this point, or at least it doesn't seem like

17 it's been explored at this point.

19 BOARD MEMBER MONAHAN: Thank you, Madam

Chair. 20 21

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I concur with what's been said. I 22 appreciate the work that's gone into this, but 23 I think the design does slightly miss the mark,

particularly the screening. I'm not a huge fan 24

25 of the contrasting colors from the rest of the

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facade. I think it's quite distracting. And I 2 think that the mural element, if you want to call it that, doesn't really match the context 3

of the neighborhood. 4

5 So I think a reworking of those two 6 elements for me, and along with what the other 7 board members have said, will get this in a 8 much better place.

9 Thank you.

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it work.

10 THE CHAIRWOMAN: Mr. Dawson.

BOARD MEMBER DAWSON: I'm in agreement with my fellow board members, that I'd like to see something a little more creative.

Thank you.

15 THE CHAIRWOMAN: Mr. Loretta.

BOARD MEMBER LORETTA: I mean, I kind of

like it, you know, so I'll talk for a second. 17

It's kind of interesting. I feel like 18

this project is getting beat down a little bit 19

20 based on the zoning and the uses, and so I do

21 think, you know, oddly, it's kind of

interesting because I'm, like, well, maybe you 22

23 could develop the whole Prudential side as a

residential, go eight floors, and then the Home

side is storage, go eight floors and still make

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The downside, though, is to -- from what

Mr. Dennis [sic] just said, well, we really 3

want eyes on Home Street, and so how do you do 4

that, right? But what's interesting to me 5

is -- you know, we just approved all these 6

7 projects with Gateway Jax and the Pearl Street

8 District. And, you know, quite frankly, they

actually did what I think you were trying to 9

10

do, which is take a lot of architectural

11 historic buildings downtown and try to make

12 something new.

> And I really didn't like many of their buildings. I felt many of them looked kind of like a jail. And so, quite frankly, there's a

little bit of juxtaposition I think we could do 16

17 here. Maybe they could've made the columns a

little bit bigger. Maybe they could've gone a 18

little bit more vertically. I think the mesh 19

actually makes it look as though it's a parking 21 garage. So to me, it actually makes sense.

22 So, really, I'm in disagreement with the

23 rest of the group to some extent, but I

understand where everybody is coming from, you 24

25

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So it's odd because, to me, if I think of 1

Group 4 architecture, many people dog Group 4

architecture because it's just like there's too

many bright colors. There's an orange band, 4

and there's a green band, this, that, and the other with the other Lofts at Jefferson Street

and all the other things. And, you know, I

8 like those as well, and so I'm not sure if the

rest of the board would be more appreciative of 9 10 that style of architecture or whatnot.

I wouldn't mind hearing a little bit more from the rest of the board on some of that

12 because, you know, I have heard, you know, it's 13

14 maybe not the best context for San Marco. I

15 mean, really, I look at this, it's color toned

fairly similar to San Marco. I struggle to 16

17 understand where many people are claiming that

this is that out of context. 18

> So, in conclusion, I almost feel as though, to the rest of the board, what we

20 21 should do is table this and come back for a

workshop where they can maybe provide some 22

23 updated architectural design versus a denial

here. I realize everybody probably is thinking 24

we should -- I mean, instead of denial, why not

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just allow them to come back for a workshop?

That way, they could present. We don't really

need, I don't believe, in a workshop to take

community feedback or whatnot, so we can all

kind of go through a design and talk through

this versus, you know, continuing this along in 6

7 a slow process.

That's just my final recommendation.

9 Thank you.

(Ms. Trimmer approaches the podium.)

11 THE CHAIRWOMAN: Ms. Trimmer, before I get

12 to you, Ms. Berling, if you would like to offer 13

your comments.

BOARD MEMBER BERLING: Yeah, so as an architect and a certified general contractor,

there's a lot I have to say about this project, 16 17 but I do agree with Board Member Lee, we cant

18 start designing the project for them.

I think this project (inaudible) a 19

sculpture, but it doesn't have its place here 20 21 in this project. And I'd like -- if you could,

22 throw up the recommendation for staff because I

23 think they get it so right on this, and I agree

with so much -- I mean, I agree with every 24

point that they have to make here, and I think Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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we're picking apart the facade as just like a

2 facade, and we're not even getting to the form,

3 and there's a lot of form -- issues with the

form of this project that need to be resolved 4

5 before we even start to talk about, like,

window sizes and what have you.

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And, you know, a lot of what the public has said, I echo completely, Grace Davis especially. And I don't know if the appropriate thing is to deny it and to

workshop. I know we're working on what it 11

12 needs to workshop, but I just don't think that

this project is ready for us to even get to the 13

14 point of nitpicking what we like or don't like

about a certain style of architecture for the 15 16

reasons stated in the reason for denying it and the recommendations by staff. 17

And then it has a lot to do with

responsiveness to the other forms that are 19 20 already in place, the buildings that are in

21 place, stepping back the building, you know,

raising the height gradually. Like, a lot of 22

23 that needs to be addressed, in my opinion,

before we even start to nitpick the elements 24

that are on the project, the colors that are on

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the project. 1

> I'm going to stop there to see where this thing goes because there's so much I could say.

THE CHAIRWOMAN: Thank you, Ms. Berling.

5 I'm also going to echo all of the comments

made by my board members, especially 6

7 Ms. Berling. I think we need to kind of start

8 looking at form before we can even get to the

architectural finishes, so not to belabor 9

10 that ...

(Ms. Trimmer approaches the podium.)

THE CHAIRWOMAN: Ms. Trimmer, do you have

anything you want to offer?

MS. TRIMMER: Thank you so much.

Cyndy Trimmer, One Independent Drive.

So I'm paid really great money to read a room, and I can read the room, and we do very

much appreciate the comments. As everyone 18

19 that's lived through this knows, a lot of the

focus of time and energy up to this point has

20 21 been on whether or not this project was viable

and whether self-storage as a component was 22

23 something that could be entertained.

24 So I would say, based on where we landed

25 on Tuesday and going into the rest of the

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hearings, I think it makes sense for us to

table this right now, and with the staff

recommendations that we've got, the feedback

we've gotten from everyone today -- and we do 4

103

104

5 sincerely appreciate the very thoughtful commentary. 6

7 Like I said, we've had a lot of community meetings. We thought we were responding in a 8

meaningful way to them, but we would really 9

10 like the opportunity to take this all in. And

if we can work with staff based on tweaking 11

12 what we've got here, and then we can determine,

between us and staff, if it makes sense to 13

14 schedule the next hearing, if it makes sense to

do it in a workshop posture, but I think that 15

we've all got a lot that we've taken away here 16

17 today, and I'd like the opportunity to work

with them and our team to determine which is 18

19 the next appropriate step forward.

20 THE CHAIRWOMAN: By the applicant's 21 request, I hereby defer DDRB Application 2024-003. 22

23 Okay. Any new business? Do we -- the 24 staff want to mention the Riverwalk Continuity

25 Guide?

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MS. KELLY: Sure, Madam Chair. I can do 1

2 that. 3 So, gosh, when did this come out? This is

very recent. The document you have in front of 4

you, and it is online as well, is maybe a month

old, a month or two old. And our CEO, Lori 6

7 Boyer, speaks to the reason behind it a lot

clearer, but a lot of folks -- as we develop

the Riverwalk and as we sort of fill in those 9

10 gaps where private development is coming in, a

11 lot of folks have expressed concern, like

12 members of the public, about how we ensure that

this long, linear park appears as one unit, one 13

14 connected park.

15 So we were tasked with just compiling

16 existing regulations, existing design criteria

from the various sources. We have this in, 17

like, an ordinance format. We have some stuff 18

19 in the -- in the Zoning Overlay about it. So

this is not new. This is just like a one-stop 20

21 shop for those folks that do develop property

22 near the riverfront or when the City needs to

23 go and do some things. So that's what you have

in front of you. 24

> And I particularly -- I wanted to make Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

107 1 CERTIFICATE OF REPORTER 1 sure I brought copies for you guys because the 2 marina support building, they were referencing 2 3 it in their proposal, and they've responded to 4 it, and I just wanted you to understand and STATE OF FLORIDA) 5 know where that all came from. 6 THE CHAIRWOMAN: As a visual learner, I COUNTY OF DUVAL ) 5 7 very much appreciate this. Thank you so much. 6 8 So I've lost my agenda, but hearing any 7 I, Diane M. Tropia, Florida Professional 9 further business? 8 Reporter, certify that I was authorized to and did 10 (No response.) stenographically report the foregoing proceedings and 11 THE CHAIRWOMAN: Old business, new 10 that the transcript is a true and complete record of my 12 business? 11 stenographic notes. 13 (No response.) 12 13 14 THE CHAIRWOMAN: Okay. Hearing none, 14 15 we're going to go ahead and adjourn at 3:56. 15 DATED this 27th day of April 2024. 16 BOARD MEMBER BERLING: Can you -- did you 16 17 give public comment the second chance? 17 18 THE CHAIRWOMAN: Joana, oh, my gosh. 18 Diane M. Tropia 19 BOARD MEMBER BERLING: Only because you Florida Professional Reporter 20 promised. You said on record -- saying it, and 19 21 then you didn't, and I just wanted to make 20 21 22 sure. I'm sorrv. 22 23 THE CHAIRWOMAN: I am on record. Do I 23 24 need to reopen? 24 25 BOARD MEMBER BERLING: I'm so sorry. I 25 Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 106

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1
        didn't say anything.
 2
             THE CHAIRWOMAN: Do we have any additional
 3
        public comment by a show of hands, or,
 4
        Ms. Hill, do we have any speaker cards?
 5
             MS. HILL: I don't have any speaker cards.
 6
             THE CHAIRWOMAN: Okay. Any hands raised
7
        online?
8
             MS. HILL: I don't see any.
9
             THE CHAIRWOMAN: I'm on record as a liar,
10
        so I'll take that as my bad.
11
             Thank you, Ms. Berling.
12
             BOARD MEMBER BERLING: Keeping you honest.
13
        That's why we're here, right?
14
             (The foregoing proceedings were adjourned
15
        at 3:57 p.m.)
16
17
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25
          Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203
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