



## Downtown Development Review Board

Thursday October 08, 2020

2:00PM

### **BOARD MEMBERS**

**Trevor Lee**, Chairman

Christian Harden, Board Member

J Brent Allen, Esq. Board Member

Frederick Jones, Board Member

Craig Davisson, Board Member

William J. Schilling Jr., Board Member

Brenna Durden, Esq. Board Member

Joseph Loretta, Board Member

**Note:** *The City of Jacksonville and the Downtown Investment Authority are committed to making its website compliant with all state and federal laws, as well as accessible to as many people as possible. The City is currently developing a procedure to make all documents posted on the City's website readable via screen reader. In the meantime, public records that are not currently accessible via screen reader will not be posted to the City's website. To obtain the application materials for tab II.B., tab II.C., tab II. D., tab II. E. or tab II. F. please email Ina Mezini at [RMezini@coj.net](mailto:RMezini@coj.net).*

### **I. CALL TO ORDER**

### **II. ACTION ITEMS**

A. Approval of the September 10, 2020 DDRB Regular Meeting Minutes

B. DDRB 2018-019: Vystar Forsyth Garage Modification  
Applicant: Tom Hurst

C. DDRB 2020-014: Regions Bank Special Sign Exception  
Applicant: Cyndy Trimmer

D. DDRB 2020-017: JTA Special Sign Exception  
Applicant: George McGregor

E. DDRB 2020-019: Jacksonville Naval Museum Conceptual Approval  
Applicant: John O'Neil

F. DDRB 2020-012: Brooklyn Yard Final Approval  
Applicant: Joe Loretta

### **III. OLD BUSINESS**

### **IV. NEW BUSINESS**

### **V. PUBLIC COMMENTS**

### **VI. ADJOURNMENT**

**Interested persons desiring to attend this meeting can only do so via Zoom (including by computer or telephone) using the following meeting access information:**

**By Computer**

<https://zoom.us/j/96913222503?pwd=Witmbzl3cUxKU3BCRFIOYnREcUZPQT09>

Meeting ID: 969 1322 2503

Passcode: 207965

**One tap mobile**

+1 (646) 558-8656 (New York)

+1 (312) 626-6799 (Chicago)

Find your local number: <https://zoom.us/u/ad7CCe9Uv8>



**Downtown Development Review Board (DDRB)  
Meeting  
Zoom Meeting**

*Thursday, October 08, 2020, 2:00 p.m.*

**MEETING MINUTES**

**Board Members Present:** T. Lee, Chair; B. Allen, Esq, Vice Chair; B. Durden, Esq. Secretary; C. Harden; B. Schilling; J. Loretta; M. Brockelman and C. Davisson.

**Board Members Excused:** F. Jones.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer, Guy Parola, Operations Manager, Lori Radcliffe-Meyers, Redevelopment Coordinator, Ina Mezini, Marketing and Communications Specialist

**Representing Office of General Counsel:** Jason Teal

**I. CALL TO ORDER**

**Meeting Convened: 2:00 p.m.**

Chairman Lee called the meeting to order at 2:00 p.m. Chairman Lee read through the COVID-19 executive order for holding public meetings. Chairman Lee called on Ina Mezini to walk through the Zoom toolbar for the public. Chairman Lee discussed the meeting operating procedures.

**II. ACTION ITEMS**

**A. APPROVAL OF THE SEPTEMBER 10, 2020 DDRB MEETING MINUTES.**

**A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER LORETTA APPROVING THE SEPTEMBER 10, 2020 DDRB MINUTES.**

**THE MOTION PASSED UNANIMOUSLY 8-0-0.**

**B. DDRB 2018-019: VYSTAR FORSYTH GARAGE MODIFICATION APPLICANT  
– THOMAS HURST**

Lori Radcliffe-Meyers reported that DDRB Application 2018-019 is requesting modifications to the Final Approval of the development plans for the Vystar Parking Garage located at 28 W Forsyth Street. The applicant received a Modification to the Final Approval December 13<sup>th</sup>, 2018, to construct a seven-story parking garage with 7,730 square feet of retail space and 6,037 square feet of future potential retail space. The applicant is requesting a modification to that Final Approval which will modify the Vystar Forsyth Street Garage layout and design. The request will modify the original design as follows:

1. Create additional retail space of 5,749 square feet including glass store fronts along Main Street;
2. A redesign of the cladding along all facades of the garage.

Chairman Lee called for Public Comment.

Nancy Powell spoke on the project.

Steve Congro spoke on the project. He echoed Nancy Powell's comments.

Chairman Lee asked for the applicant presentation.

Thomas Hurst, the Applicant/Agent, presented the project.

The Board Members discussed the project.

Lori Boyer, CEO of DIA spoke on the project.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING FINAL APPROVAL OF MODIFICATIONS TO DDRB APPLICATION 2018-019 WITH THE MODIFICATIONS AS FOLLOWS:**

- A. Create additional retail space of 5,749 square feet including glass store fronts along Main Street;
- B. A redesign of the cladding along all facades of the garage.

**THE MOTION PASSED UNANIMOUSLY 8-0-0.**

**C. DDRB 2020-014: REGIONS SPECIAL SIGN EXCEPTION – APPLICANT: CYNDY TRIMMER**

Lori Radcliffe-Meyers reported that DDRB Application 2020-014 seeks approval for a special sign exception to allow for the installation of three (3) projecting signs and one (1) roof sign located at 51 W Bay Street.

Chairman Lee asked for the applicant presentation.

Cyndy Trimmer, the Applicant/Agent presented the Regions Special Sign Exception.

Chairman Lee called for Public Comment.

Nancy Powell spoke. She asked about the coloring of the roof sign. She stated she would support the project but not the roof sign.

Ina Menzini read an email from Jean Shrimp.

Chairman Lee called for Board comment.

The Board Members discussed the project.

Guy Parola spoke on the project.

Board Member Schilling recused himself from voting on the project.

Board Member Harden had ex-parte communications with Cyndy Trimmer and Mr. Dibenow.

Keith Presley with Regions Bank spoke on the project.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER HARDEN RECOMMENDING APPROVAL OF DDRB APPLICATION 2020-014 WITH THE FOLLOWING RECOMMENDATIONS:**

For a Special Sign Exception to the Downtown Overlay District to allow for one (1) projecting sign at 36 sq. ft.; two projecting signs along the Laura Street frontage and one (1) roof sign of 90.68 sq. ft. as identified in the attached “Signage Application Request for Approval.”

**THE MOTION PASSED 5-0-2 (Davisson and Durden opposed).**

Chairman Lee recused himself from Action Item D and called on Vice-Chair Allen to take over.

**D. DDRB 2020-017: JTA SPECIAL SIGN EXCEPTION – APPLICANT: GEORGE MCGREGOR**

Lori Radcliffe-Meyers reported that DDRB Application 2020-017 seeks approval for a special sign exception to allow for the installation of one (1) monument sign at the JTA Overland Hub located at 0 Louisa Street.

Vice-Chair Allen called for Public Comment.

Nancy Powell spoke on the project.

George McGregor, Applicant/Agent, presented the project.

Vice-Chair Allen called for Board comment.

The Board Members discussed the project.

Wendi Murray with JTA spoke on the project.

Board Member Brockelman recused himself from voting on the project.

Vice-Chair Allen called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING APPROVAL OF DDRB APPLICATION 2020-017 WITH THE FOLLOWING RECOMMENDATIONS:**

For a Special Sign Exception to the Downtown Overlay District to allow for one (1) monument sign as identified in the attached “Signage Application Request for Approval.”

**THE MOTION PASSED UNANIMOUSLY 6-0-2 (Lee and Brockelman recused).**

**E. DDRB 2020-019: JACKSONVILLE NAVAL MUSEUM CONCEPTUAL APPROVAL – APPLICANT: JUSTIN WEAKLAND.**

Lori Radcliffe-Meyers reported that DDRB Application 2020-019 seeks Conceptual Approval for the proposed Jacksonville Naval Museum featuring the USS Orleck. The project proposes to moor the USS Orleck at Pier 1, which is the most westerly pier at that property commonly referred to as the Shipyards and provide temporary facilities on the uplands property.

Chairman Lee asked for the applicant presentation.

Justin Weakland, Applicant/Agent, presented the project.

Ed Morales, Project Engineer, spoke.

Chairman Lee called for Public Comments. There were no public comments.

Chairman Lee called for Board comment.

The Board Members discussed the project.

Guy Parola spoke on the project.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER DURDEN RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2020-019 WITH THE FOLLOWING RECOMMENDATIONS:**

- (A) Landscape plant palette shall be consistent with the Riverwalk Plant Palette. Placement of trees shall be along the walkways and around the building to provide visual screening. Single trunk trees shall have a minimum four-inch caliper at the time of planting. Multi-trunked trees shall have a minimum of three trunks and an overall height of 12 feet at the time of planting. Grasses and/or shrubs shall be planted along the walkways and shall be used to create an understory;
- (B) Prior to submittal for final review the developer shall provide a landscape plan, Lighting plan and signage plan for staff review and approval;
- (C) There shall be no sales of placement of memorial bricks on site.

**THE MOTION PASSED UNANIMOUSLY.**

**F. DDRB 2020-012: BROOKLYN HUB FINAL APPROVAL – APPLICANT JOSEPH LORETTA**

Lori Radcliffe-Meyers reported that DDRB Application 2020-012 seeks Final Approval for a new mixed-use development. The project site is located at the corner of Forest Street and Riverside Ave. in the Brooklyn Overlay District. The site is 0.21 acres and is bounded to the North and East by Forest Street and Riverside Ave. respectively and to the South and West by a vacant lot.

Board Member Loretta recused himself and provided the project presentation as the Applicant/Agent.

Chairman Lee opened the floor for public comments.

Nancy Powell spoke on the project.

Ina Menzini read an email from Curtis Loftin.

Ross Bremmer spoke on the project.

Karen Perrin spoke on the project.

Chairman Lee called for Board comment.

The Board Members discussed the project.

Joseph Cronk, Architect, spoke on the project

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER BROCKELMAN AND SECONDED BY BOARD MEMBER DURDEN RECOMMENDING FINAL APPROVAL OF DDRB APPLICATION 2020-012.**

**THE MOTION PASSED 7-0-1 (Loretta recused).**

**III. OLD BUSINESS**

None

**IV. NEW BUSINESS**

Chairman Lee welcomed new Board Member Matt Brockelman.

Board Member Durden brought up concerns regarding signage and lighting and asked the other Board members for input. She would like to see staff bring back a report that explains the status of signage and lighting.

Board Member Loretta spoke on the concerns.

Board Member Schilling spoke on the concerns.

Chairman Lee requested that staff prepare a report for Board review on signage and lighting.

**V. PUBLIC COMMENTS**

None

**VI. ADJOURNMENT**

There being no further business, Chairman Lee adjourned the meeting at approximately 5:10 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, a recording or transcript is available upon request. Please contact Ina Menzini at 904-255-5693 or RMezini@coj.net.