



Downtown Development Review Board (DDRB)
117 W. Duval Street
Don Davis Room
First Floor, City Hall @ St. James Building
Jacksonville, FL. 32202

Thursday, January 10, 2019 – 2:00 PM

Members:	Ex-Officio and Staff Distribution:
William J. Schilling Jr., Chairman	Council President, Aaron Bowman, District 3
Trevor Lee, Vice Chairman	Council Member, Greg Anderson, At Large Grp 4
Christian Harden, Secretary	Council Member, Reggie Gaffney, District 7
J Brent Allen, Esq. Board Member	Council Member & JWW Chair, Lori Boyer, Dist.5
Craig Davisson, Board Member	Nathaniel Ford, JTA CEO
Brenna Durden, Esq. Board Member	Terry Durand-Stuebben, Chair, DVI
Frederick Jones, Board Member	Tom Goldsbury, Building Official
Joseph Loretta, Board Member	Bill Killingsworth, Director Planning and Dev.
	Chris LeDew, Traffic Engineer
Staff Distribution:	Jack C. Demetree, III, Vice Chair, JHPC
Brian Hughes, Mayor’s Chief of Staff and Interim CEO	Jeff Sheffield, Executive Director North FL TPO
Guy Parola, DIA Operations Mgr.	Paula D. Wright, Chair, DCSB
Jim Klement, DDRB Development Coordinator	Diane Hutchings, Chair, North FL TPO
Karen Underwood-Eiland, DDRB Executive Secretary	Jacob Gordon, CEO, DVI
Office of General Counsel: Jason Teal, Esq.	Jim Bailey, DIA Chair
I. CALL TO ORDER – Chairman	
II. ACTION ITEMS – Chairman	
A. Approval of the December 13, 2018 DDRB Regular Meeting Minutes	
B. Resolution 2019-01-01: Recognizing the Contributions of Rafael Caldera	
C. DDRB 2019-001, Final Approval Special Sign Exception, Vystar Tower, 76 S. Laura	
III. INFORMATION/DISCUSSION ITEMS Chairman	
IV. OLD BUSINESS – Chairman	
V. NEW BUSINESS – Chairman	
A. Workshop Discussion - Hogan St. Branding, Graphics master plan	
B. Workshop Discussion – Dialysis Clinic, Inc. of Jacksonville, Park & Rosselle Streets	
VI. PUBLIC COMMENTS – Chairman	
VII. ADJOURNMENT – Chairman Next Scheduled Meeting: (Thursday, February 14, 2019)	



Downtown Development Review Board (DDRB)
City Hall at St. James Building, 117 W. Duval Street
1st Floor, Don Davis Room
Jacksonville, FL. 32202
Thursday, January 10, 2019 - 2:00 p.m.

MEETING MINUTES

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

Board Members Not Present: F. Jones

DIA Staff Present: Guy Parola, Operations Manager, Jim Klement, Development Redevelopment Coordinator, Karen Underwood-Eiland, Executive Assistant

Representing Office of the Mayor: Dr. Johnny Gaffney

Representing Office of City Council: Greg Anderson, Council Member at-Large Group 4

Representing Office of General Counsel: Jason Teal, Esq.

I. CALL TO ORDER

Meeting Convened: 2:02 p.m.

Chairman Schilling called the meeting to order at 2:02p.m.; the members identified themselves for the record.

Chairman Schilling asked anyone wishing to speak on a particular project to complete a public speaker card and to provide them to Karen. He also reminded Board Members to disclose any ex-parte communication with any of the applicants presenting projects today or conflicts of interest prior to the item being addressed by the Board.

II. ACTION ITEMS

A. APPROVAL OF THE DECEMBER 13, 2018 DDRB MEETING MINUTES.

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER DURDEN FOR APPROVAL OF THE DECEMBER 13, 2018 DDRB MINUTES.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

Board Member Harden entered the proceedings at 2:15 p.m.

B. RESOLUTION 2019-01-01: Recognizing the Contribution's of Rafael Caldera

RESOLUTION 2019-01-01

A RESOLUTION OF THE DOWNTOWN DEVELOPMENT AND REVIEW BOARD (“DDRB”) COMMENDING AND RECOGNIZING THE CONTRIBUTIONS OF MR. RAFAEL E. CALDERA TO THE DDRB AND FOR HIS DEDICATION AND SERVICE IN PROMOTING THE SUCCESSFUL REVITALIZATION AND REDEVELOPMENT OF DOWNTOWN JACKSONVILLE AS A BOARD MEMBER OF DDRB.

Chairman Schilling brought forth Resolution 2019-01-01 and read it into the record.

Rafael Caldera was present and stated that it was an extreme pleasure to serve on the DDRB.

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER LEE APPROVING RESOLUTION 2019-01-01.

THE MOTION PASSED UNANIMOUSLY 7-0-0.

C. DDRB 2010-001, FINAL APPROVAL SPECIAL SIGN EXCEPTION, VYSTAR TOWER, 76 S. LAURA STREET.

Jim Klement provided a brief summary. The applicant is requesting deviation or a special sign exception to increase the sign area for the building high-rise identification in excess of the allowable square footage.

Nelson Robinette, Brown Enterprises approached the podium to provide a presentation.

Public Comments:

Nancy Powell commented that each sign is a little bigger than the next one.

The Board Members provided comments regarding the sign.

Jason Teal pointed out how the signs were calculated.

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER HARDEN TO DEFER DDRB 2019-001 TO THE NEXT AVAILABLE MEETING.

THE MOTION TO DEFER PASSED 6-0-1. (Board Member Allen, Esq. Abstained)

III. INFORMATION ITEMS

NONE

IV. OLD BUSINESS

NONE

V. NEW BUSINESS

A. WORKSHOP DISCUSSION – HOGAN STREET BRANDING, GRAPHICS MASTER PLAN. – WITHDRAWN

B. WORKSHOP DISCUSSION – DIALYSIS CLINIC, INC. OF JACKSONVILLE, PARK AND ROSSELLE STREETS – LARA DIETRICH

Lara Diettrich, Diettrich Planning provided a letter on behalf of her client, Dialysis Clinic Inc. of Jacksonville. A handout was submitted to the board members.

Doug Skiles, Envision Design & Engineering was present.

Chairman Schilling thanked her for the presentation today and looks forward to the conceptual submittal.

VI. PUBLIC COMMENTS

NONE

VII. ADJOURNMENT

There being no further business, Chairman Schilling adjourned the meeting at approximately 3:45 P.M.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Karen Underwood-Eiland, Downtown Investment Authority at (904) 630-3492 or by email at karenu@coj.net.