

**CITY OF JACKSONVILLE**

**DOWNTOWN DEVELOPMENT REVIEW BOARD (DDRB) MEETING**

DATE: Thursday, January 10, 2019  
TIME: 2:02 p.m. - 3:45 p.m.  
PLACE: Don Davis Room  
First Floor, City Hall  
St. James Building  
117 West Duval Street  
Jacksonville, Florida 32202

BOARD MEMBERS PRESENT:

William J. Schilling, Jr., Chairman  
Trevor Lee, Vice Chairman  
Christian Harden, Secretary  
Joseph Loretta, Board Member  
J. Brent Allen, Board Member  
Craig Davisson, Board Member  
Brenna Durden, Board Member

ALSO PRESENT:

Jim Klement, DDRB Development Coordinator  
Jason Teal, Esq., Office of General Counsel  
Greg Anderson, Council Member At-Large Grp 4

This cause came on to be heard at the time and  
place aforesaid, when and where the following  
proceedings were reported by:

Amanda E. Robinson, RPR,  
Notary Public, State of Florida

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**First Coast Court Reporters  
2442 Atlantic Boulevard  
Jacksonville, Florida 32207  
904-396-1050**

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## 1 P R O C E E D I N G S

2 CHAIRMAN SCHILLING: We'll go ahead and  
3 get started. We have enough members here,  
4 enough for a quorum. So we're set and ready  
5 to go.

6 Welcome, everyone, to the January 10th  
7 DDRB meeting. I hope everybody had a great  
8 holiday and happy new year. I would like to  
9 introduce Council Member Anderson that's  
10 here today.

11 Welcome.

12 COUNCIL MEMBER ANDERSON: Thank you.

13 CHAIRMAN SCHILLING: Thank you for  
14 attending.

15 Do I see anybody else? Dr. Gaffney,  
16 thank you, in the audience there. Thank you  
17 very much. In fact, you're welcome to come  
18 up and join us up here.

19 DR. GAFFNEY: Thank you.

20 CHAIRMAN SCHILLING: Welcome. Thank you  
21 for attending.

22 All right. We'll go ahead and move  
23 into -- let me announce before we get  
24 started, actually, if anybody is here for  
25 New Business Item A, that item has been

1           withdrawn from the agenda today. So we are  
2           not going to hear that item, if anybody  
3           should be here in attendance for that one.

4           So with that, we'll go ahead and move  
5           into the Action Items. The first one being  
6           A, which is approval of the December 13th,  
7           2018, DDRB minutes. Do any of the Board  
8           Members have any comments, questions,  
9           additions or deletions to the minutes?

10           BOARD MEMBER LORETTA: Motion for  
11           approval.

12           CHAIRMAN SCHILLING: All right. I have  
13           a motion from Mr. Loretta. Second?

14           BOARD MEMBER DURDEN: Second.

15           CHAIRMAN SCHILLING: All right. Second  
16           from Ms. Durden. All those in favor say  
17           aye.

18           BOARD MEMBERS COLLECTIVELY: Aye.

19           CHAIRMAN SCHILLING: Any opposed? All  
20           right. The Minutes are approved  
21           unanimously. Thank you, everyone.

22           All right. Item Number 2 -- or B, I'm  
23           sorry, I need to be on letters here, which  
24           is Resolution 2019-01-01. Mr. Klement, I  
25           don't know if there is any staff background

1           you would like to provide on this or, if  
2           not, I'm happy to go ahead and read it.

3           MR. KLEMENT: I think you can move  
4           directly to the resolution. Staff certainly  
5           supports it. And we pass it on to the Board  
6           to take the appropriate action.

7           CHAIRMAN SCHILLING: Okay. Very good.  
8           This is a resolution that's before the Board  
9           to recognize the contributions of Mr. Rafael  
10          Caldera, who I know is here, but -- there we  
11          go, on the other side of the podium. Just  
12          take a minute. I know that Mr. Caldera, you  
13          and I, some of our terms on the Board have  
14          overlapped. Certainly, I have really  
15          enjoyed the time working with you and, as  
16          well, have enjoyed your input. It has been  
17          very insightful and very colorful and  
18          enjoyable. So thank you very much.

19          So before us today, let me read it into  
20          the record. This is Resolution 2019-01-01:  
21          "A resolution of the Downtown Development  
22          and Review Board commending and recognizing  
23          the contributions of Mr. Rafael E. Caldera  
24          to the DDRB, and for his dedication and  
25          service in promoting the successful

1           revitalization and redevelopment of Downtown  
2           Jacksonville as a Board Member of DDRB.

3           "Whereas, Mr. Caldera was appointed to  
4           the DDRB by the City Council of Jacksonville  
5           in 2012 through the adoption of Resolution  
6           2012-0694; and

7           "Whereas, Mr. Caldera was reappointed in  
8           2014 and 2016 to the DDRB via Resolutions  
9           2014-0371, 2016-499, respectively; and

10          "Whereas, Mr. Caldera has served the  
11          citizens of Jacksonville in his various  
12          volunteer roles, including as a Member of  
13          the Downtown Development Review Board, and  
14          was nominated to serve as Chairman August 7,  
15          2014; and

16          "Whereas, Downtown Jacksonville has  
17          benefitted greatly from Mr. Caldera's  
18          expertise as an architect, as well as his  
19          selfless dedication to the redevelopment and  
20          reinvigoration of Downtown Jacksonville.

21          "Now therefore, be it resolved by the  
22          Downtown Development Review Board, the DDRB  
23          recognizes and commends Mr. Caldera for his  
24          dedicated service to the DDRB and for his  
25          overall contributions to the revitalization

1 and development of Downtown Jacksonville,  
2 the Downtown Development Review Board."

3 So with that --

4 (Applause.)

5 CHAIRMAN SCHILLING: Mr. Caldera, if you  
6 would, go ahead and stand up for one more  
7 round of applause.

8 (Applause.)

9 CHAIRMAN SCHILLING: Please come up to  
10 the podium if you want to say a couple  
11 words.

12 MR. CALDERA: Thank you very much. It's  
13 been an extreme pleasure on all ends to  
14 serve on this Committee. And I really,  
15 really thank you, all of you, staff and  
16 everyone. This has been absolutely so much  
17 fun for me. Thank you.

18 CHAIRMAN SCHILLING: Thank you very  
19 much. And I open up. Any other Board  
20 Members that would like to make any comments  
21 before we call this to a vote to officially  
22 approve?

23 BOARD MEMBER LORETTA: I just wish I had  
24 a key for him, key to the city.

25 CHAIRMAN SCHILLING: All right. No

1 further comments. If I get a motion.

2 BOARD MEMBER LORETTA: I make a motion  
3 for, I guess, approval of Resolution  
4 2019-01-01.

5 CHAIRMAN SCHILLING: Recommendation is  
6 moved by Mr. Loretta.

7 VICE CHAIRMAN LEE: Second.

8 CHAIRMAN SCHILLING: Second by Mr. Lee.  
9 All those in favor, say aye.

10 BOARD MEMBERS COLLECTIVELY: Aye.

11 CHAIRMAN SCHILLING: And none opposed,  
12 so carried unanimously.

13 Mr. Caldera, thank you very much.

14 (Applause.)

15 CHAIRMAN SCHILLING: We'll go ahead and  
16 move to Item C, which is DDRB 2019-01, the  
17 final approval of special sign exception,  
18 VyStar Tower, 76 South Laura Street.

19 Mr. Klement, if you would, go ahead and  
20 provide the staff report.

21 MR. KLEMENT: Yes, sir, Mr. Chairman.  
22 We're looking at DDRB Application 2019-001,  
23 VyStar Tower signage. This is their  
24 identification signs. The applicant is  
25 requesting deviation -- or a special sign

1           exception to increase the sign area for the  
2           building high-rise identification in excess  
3           of the allowable square footage. This  
4           building is located at 76 South Laura Street  
5           and is being re-branded to accommodate  
6           VyStar's total acquisition within the  
7           building over the short period of time here  
8           coming to us.

9           As such, there have been previously  
10          signs that have been up in the same general  
11          area of the building. This proposed sign is  
12          certainly within that same general area and  
13          is comparable to other signs in the area.  
14          And you'll see in our notes, we've got some.

15          And in their presentation, they included  
16          some of those sign numbers, the EverBank in  
17          the immediate neighborhood is 2,000-plus  
18          square foot; TIAA Bank is 2,600 square feet  
19          per sign; VyStar, the one proposed, is 2,300  
20          plus or minus; and Wells Fargo is 2,200  
21          square foot.

22          So it's certainly comparable to similar  
23          signs. And those similar signs also are on  
24          large singular, for the most part, tower  
25          highrise-type structures. And this is



1           certainly in concert with that type of  
2           identification.

3           That being said, we do ask the applicant  
4           to provide some specific criteria and  
5           address the criteria, staff review the  
6           criteria submitted by the applicant, who is  
7           in concurrence with it.

8           We look at the relationship and scale  
9           and the placement of the sign to the  
10          building. We look at the relationship of  
11          colors on the building. We also look at the  
12          similarity or dissimilarity of sign and  
13          shapes with other signs in the area. We  
14          look at the compatibility and type of  
15          illumination on the sign. We look at,  
16          again, a resolution or a presentation by the  
17          applicant to affirm that it is going to the  
18          more technological types of materials. This  
19          is an LED-type lighting, which is what we're  
20          seeing most of the new signs go to for the  
21          economics and for performance. We look at  
22          the esthetics and cultural aspects of the  
23          sign with respect to how it's placed upon  
24          the building.

25          As noted, this sign is going where

1 previous signs have been located. And,  
2 again, speaking to proposed materials, we  
3 asked for some ascertainment (sic) that these  
4 sign materials are the latest and the  
5 greatest with respect to what technology  
6 offers to date. And we have received such  
7 information.

8 Staff had a recommendation to approve  
9 two building identification signs, one on  
10 the east elevation and one on the west  
11 elevation, not to exceed 2,373 square feet  
12 each. With that, turn it to you, sir.

13 CHAIRMAN SCHILLING: Okay. Terrific.  
14 Is the applicant here, and would like to  
15 make a presentation?

16 Please come on up to the podium. If you  
17 would, state your name and address for the  
18 record.

19 MR. ROBINETTE: My name is Nelson  
20 Robinette. I'm with Brown Enterprises, 841  
21 Corporate Square Court in Jacksonville,  
22 32216, R-o-b-i-n-e-t-t-e.

23 So, Jim, is this for me to click through  
24 that?

25 MR. KLEMENT: Certainly.

1 MR. ROBINETTE: Am I allowed to do that?

2 This is all the paperwork that Jim went  
3 through.

4 When VyStar contacted us, we worked with  
5 them on the designs. The first thing we did  
6 was drive around town, look at every view.  
7 When you're looking -- and it's on your  
8 cover sheet too, the upper left-hand corner  
9 is probably the coolest view, but that's  
10 only if you're using Google aerial view.  
11 Most of the views are from either of the  
12 service streets around the building or the  
13 interstate.

14 And so using the baseline of the  
15 existing sign, because of the structure of  
16 this building, unlike Wells Fargo or TIAA  
17 Bank where you can stand at the base and  
18 look straight up at it, this one gets cut  
19 off. And we went through quite a few  
20 designs working with VyStar's marketing to  
21 come up with this design. And this was  
22 ultimately what they asked for.

23 So then we scaled it so, as you drive  
24 through the city, you have about a second to  
25 look at the building. And one of the

1 challenges with this building is it's  
2 perpendicular to the river, whereas Wells  
3 Fargo and TIAA Bank pretty much face it. So  
4 that's how we came to the size.

5 Let's see. These are the standard --  
6 we're in the central civic core locating the  
7 sign, you're all familiar with where it is.  
8 This is looking down on top of the sign.  
9 It's a fascinating building, I'll come to  
10 that in a second.

11 You have these in front of you, as Jim  
12 called out the various sizes. Probably the  
13 largest sign that I'm familiar with is the  
14 sign -- the Modis sign was the biggest. And  
15 this is smaller than TIAA Bank. And it  
16 doesn't show up well here. You have an  
17 elevation in your packet showing how the  
18 sign is made.

19 It's pretty fascinating. When someone  
20 designed this building, they designed it --  
21 because it's a glass wall, in case you're  
22 curious how they're mounted, there are these  
23 heavy aluminum rims that come out between  
24 the panes -- horizontal piece and mount the  
25 letters on it. All behind that glass is an

1           impressive steel structure that holds  
2           everything up, ladders, catwalks, all that  
3           good stuff.

4                   And that's the nighttime look.

5                   One of the things that the City asked  
6           for is building lighting as well. And over  
7           on the right-hand side, you see nighttime  
8           views. Those are actually taken from photos  
9           that were taken years ago. And VyStar is  
10          replacing and updating those lights. So it  
11          will be very attractive at night. And they  
12          wanted to stay with the simple white  
13          letters, no fancy colors.

14                   So that's pretty much it. If you have  
15          any questions, be glad to answer them.

16                   CHAIRMAN SCHILLING: Okay. Great.  
17          Thank you.

18                   We'll go ahead and go to public  
19          speakers. I do have one public speaker  
20          card, Ms. Powell. If you would, please come  
21          state your name for the record. And you'll  
22          have --

23                   MS. POWELL: Nancy Powell.

24                   CHAIRMAN SCHILLING: -- three minutes  
25          for comment.

1 MS. POWELL: I'm speaking here as a  
2 private citizen. I live across from Bill  
3 Brinton, the late Bill Brinton, who I  
4 learned a lot from. And he was very  
5 instrumental in the sign ordinances and  
6 other scenic situations in Jacksonville. So  
7 I actually am not going to comment, per se,  
8 on this, except that it illustrates a larger  
9 issue that, I guess, I would like you guys  
10 to be thinking about as you move forward,  
11 which is a question about kind of the  
12 Jacksonville skyline, and if you think about  
13 the skyline and how it is in pictures and  
14 other things and how it compares to other  
15 skylines.

16 My question is that each of those signs,  
17 what I've noticed over time, is that each  
18 sign is a little bigger than the next one.  
19 We have a lot of big signs. Across the way  
20 is the new One Call sign. And each sign is  
21 compared to the other one. So the bigger  
22 each sign gets, then the bigger them all  
23 will get.

24 So my question really is how big is too  
25 big. And that's -- it's probably more of a

1 strategic question for the group. This one  
2 has -- and the other piece, I guess, of the  
3 skyline issue is that the signature  
4 buildings and the architectures, you know,  
5 sometimes those, the best ones are the ones  
6 that you know what it is, but there is no  
7 sign on top of it. So maybe that's a future  
8 thing for the next one that goes up. I know  
9 Barnett building doesn't have one, and  
10 that's a really cool building too.

11 The standards are 400 square feet. That  
12 seems like it's kind of weird that it's 400  
13 square feet, and this is 2,400 square feet.  
14 So maybe the standard needs to be  
15 redeveloped. And back to how big is too  
16 big, maybe there is -- is there a maximum  
17 that should be really thought through?  
18 Thank you.

19 CHAIRMAN SCHILLING: Thank you. Any  
20 other folks in the audience that would like  
21 to speak on this item?

22 All right. Seeing none, we'll go ahead  
23 and bring it back to the Board and start on  
24 the right side.

25 So, Mr. Allen, any comments or

1 questions?

2 BOARD MEMBER ALLEN: I think it's a well  
3 developed concept, and I think it looks  
4 good.

5 CHAIRMAN SCHILLING: Mr. Loretta.

6 BOARD MEMBER LORETTA: I tend to agree,  
7 but I do have a question for Staff. I  
8 recall, if I'm not mistaken, at some point  
9 did we not have some discussion on a wall  
10 panel and the signage for larger signs had  
11 to be a certain percentage of a wall panel?  
12 Am I thinking of something else?

13 MR. KLEMENT: To the Chair, no. There  
14 is a reference to mixed use. And actually,  
15 probably the smaller sign usage where they  
16 speak to a -- and the percentage of the  
17 building facade takes on an allowable square  
18 footage, which also backs us into the  
19 special sign exception, if you're going to  
20 look over from that. And that's where  
21 that -- they speak to either so many floors  
22 or a distance of -- or a square footage of  
23 the facade of the face of the building gives  
24 us that 400 square feet. That's where the  
25 400 square feet comes into play.



1           BOARD MEMBER LORETTA: That's where when  
2 we're rewriting the code right now, I can  
3 see us putting a position where I don't know  
4 what the square footage of this in  
5 comparison with the square footage of the  
6 whole panel is up there, but maybe there is  
7 a 50 percent or a 60 percent threshold or 65  
8 percent. I don't think this is too  
9 aggressively large, especially given the  
10 fact that it's not -- that it is kind of a  
11 tapered building, it creates a little bit of  
12 issue. That may be reason why it may be a  
13 little bit larger.

14           But, you know, quite frankly, one of the  
15 benefits of having nice signage in the  
16 Downtown imagery is that it gives impression  
17 of Jacksonville becoming more successful.  
18 And the more -- you know, having nice  
19 banking institutions representing and  
20 settling in Downtown Jacksonville is a  
21 positive situation, I believe. So thank  
22 you.

23           MR. TEAL: Mr. Chairman, on that point,  
24 the way the calculations work are these are  
25 building identification signs. And so the

1 calculation is a certain percentage of your  
2 facade. But it's a maximum of 400 square  
3 feet. And if you use the calculation, they  
4 would be allowed something way bigger than  
5 400 square feet based upon size of the  
6 building and the facade. That's the need  
7 for the special sign exception, is to exceed  
8 that maximum that the code allows of 400  
9 square feet.

10 The thing is that you don't want to  
11 have, you know, every sign Downtown be 400  
12 square feet if your building is only single  
13 story or something along those lines; it  
14 would be overwhelming.

15 But that's how it's calculated. It is a  
16 percentage of the facade with a cap of 400.  
17 If you want to exceed that, then you have to  
18 come in and present to the Board for a  
19 special sign exception.

20 BOARD MEMBER LORETTA: Thank you.

21 CHAIRMAN SCHILLING: Mr. Harden.

22 BOARD MEMBER HARDEN: So I think, when  
23 this has come up in the past with the TIAA  
24 Bank sign, and I believe we've had one or  
25 two others, I can't recall, but I err on the

1 side of what Mr. Loretta said, that it's  
2 important from a business perspective that,  
3 when our town is -- when our city is visible  
4 from, you know -- for football games and the  
5 camera is going along the skyline, that  
6 people can see the businesses that are  
7 located in Jacksonville. So I think it is  
8 important to have that.

9 However, I look at this and it's -- you  
10 know, it's obviously well beyond the 400  
11 square feet. And the proportion just  
12 doesn't seem to be right to me. I'm not  
13 opposed to giving that -- you know,  
14 exceeding what's allowable. But I look at  
15 this, and it just looks to be covering every  
16 square inch possible. I mean, personally, I  
17 think, if it was brought in proportion a  
18 little bit -- if you look at the TIAA Bank  
19 sign, if you look at the Wells Fargo sign,  
20 there is lots of space, you know, kind of  
21 top to bottom. So it's not overwhelming.  
22 It's not taking over that entire -- you  
23 know, so the angle of the building, which  
24 way it's pointed, towards the river, away  
25 from the river, that's really

1           inconsequential, I think. It's about having  
2           something that looks proportionate, that  
3           looks nice.

4           Clearly, no matter what we approve is  
5           going to be well in excess of what's  
6           allowed. So I think, personally, if it was  
7           to be brought back, you know, maybe 20  
8           percent, I guess, it would be -- we have to  
9           look at some other images, but I would like  
10          to see it be brought back a little bit.

11          CHAIRMAN SCHILLING: Mr. Lee.

12          VICE CHAIRMAN LEE: I had a question for  
13          the applicant. I notice that the Y, the A  
14          and the R are not aligned with the logo of  
15          VyStar. VyStar has a lower case Y, A and R.  
16          Is that intentional? Are you really  
17          changing the logo?

18          MR. ROBINETTE: We started out initially  
19          with what you see in the lower right-hand  
20          corner, which you see at all the VyStar  
21          branches. And we started back in June. In  
22          using the SunTrust letters, which was a good  
23          baseline at the bottom of the sign for where  
24          the image gets cut off. So we put it there,  
25          but it cuts off the descender of the Y. And

1 so it looks like VV Star. And that wouldn't  
2 work.

3 And so we raised it up to get the whole  
4 image up. And then it shrunk down to look  
5 like a kind of tiny, little sign up there.

6 So VyStar worked at basically creating a  
7 brand for the building that's apart from  
8 the -- there will be a branch down at street  
9 level, and it will have the standard logo.  
10 So it's a unique brand, sort of like how  
11 TIAA Bank Field is a unique brand, separate  
12 from TIAA Bank.

13 VICE CHAIRMAN LEE: Thanks. I was just  
14 wondering. That's all I have.

15 CHAIRMAN SCHILLING: Mr. Davisson.

16 BOARD MEMBER DAVISSON: The history of  
17 this building, when that building was  
18 designed, it was not meant to have signage.  
19 It was meant to have signage behind the  
20 glass. Although, it was never executed that  
21 way; it was only meant to be seen at  
22 nighttime. But American Heritage Life came  
23 in as a major tenant and got the signage  
24 that they wanted.

25 But to the rest of the Board,

1 personally, I don't believe signage relates  
2 to success to a city. I think signage, at  
3 this scale, is a billboard. And signage, I  
4 think, represents a lack of sophistication  
5 for the city. And it will continue to do so  
6 if we continue with signage like this.

7 Also, the size of this sign, although it  
8 might be relevant and comparable to the  
9 signs of the other buildings in the area,  
10 although I don't agree on those either,  
11 you're talking about a building that's  
12 two-thirds to a half the size of the gross  
13 square footage of the TIAA or the Modis  
14 building. So it is not compatible if you  
15 take the scale of the building and the size  
16 of the building.

17 I think the size is extreme. And I  
18 don't see any compelling reason why signage  
19 needs to be on a building of this size.  
20 That's all.

21 CHAIRMAN SCHILLING: Ms. Durden.

22 BOARD MEMBER DURDEN: Thank you very  
23 much. I look at it more from a planning  
24 perspective, and kind of long-term. I  
25 share, I think, Mr. Harden's comment about

1           it just seems out of scale to me from a  
2           planning perspective. I'm a little bit  
3           concerned and would like to know, you know,  
4           maybe a little bit more about how -- the LED  
5           lighting. One of the things I'm concerned  
6           about is how this sign is going to look at  
7           night with the bright white. It seems to me  
8           to be a little bit different from TIAA,  
9           which has a lot of blue in it and softens  
10          it, as well as the Wells Fargo with the  
11          golden color that, again, at nighttime would  
12          seem to soften it.

13                 It's pretty stark when you look at it.  
14          It's large. And, you know, I know it's only  
15          a picture, but one of the -- the drawing on  
16          the right-hand side, you can see it at night  
17          and here. I think it's going to be kind of,  
18          like, very much in our face kind of thing.  
19          I don't know if that's a fair way to  
20          describe it.

21                 You know, I think that, if it was  
22          reduced as was mentioned, maybe 20 percent,  
23          I would be interested in seeing, you know,  
24          hearing what the applicant thinks as far as  
25          that kind of reduction, and what their

1 thoughts are in regards to that.

2 So those were just some of the things  
3 that, when I reviewed it, in preparation for  
4 the meeting, I had the sense that it was  
5 very stark, and it was going to be very  
6 powerful in the sense that it was all white.  
7 And so I was very interested to hear what  
8 some of the other comments were by  
9 Mr. Davisson and Mr. Harden. Thank you.

10 CHAIRMAN SCHILLING: Okay. Thank you.

11 BOARD MEMBER ALLEN: If I may again,  
12 Mr. Chair. I think we need to be a little  
13 bit careful. We have a great company that's  
14 coming into Downtown, investing a lot of  
15 money in Downtown, creating a lot of jobs in  
16 Downtown. And I think we're getting a  
17 little bit nit-picky here. We're not  
18 creating new precedent. We're creating --  
19 we're allowing them to come up with a sign  
20 that's right in the middle of two signs that  
21 are already Downtown. The TIAA Bank sign is  
22 some 300 square feet bigger, the Wells Fargo  
23 is only about 100 square feet, give or take,  
24 smaller.

25 So let's not -- and just a sheer fact,



1 no slight on VyStar, but that's a smaller  
2 banking institution than TIAA and Wells  
3 Fargo. So we don't want to create the  
4 impression that, you know, they're a little  
5 brother to a bunch of bigger brothers.  
6 They're a local company; let's treat them  
7 like they need to be Downtown and create the  
8 jobs that they'll bring.

9 CHAIRMAN SCHILLING: Mr. Loretta, I'll  
10 come to you next.

11 Let me ask a question, because I know  
12 sometimes, Mr. Klement, it's difficult to  
13 visualize things. And I know just on my own  
14 experience knowing the SunTrust sign is  
15 there and it looks like -- I know it's white  
16 at night and illuminated, and looks to be  
17 about the same white based on the pictures  
18 there. I think it would be helpful to me  
19 and may be helpful to other Members of the  
20 Board to know how the VyStar sign compares  
21 in height to the existing SunTrust sign and  
22 area. I want to find out if that's  
23 something that you may have or the applicant  
24 maybe can help us with if that's there.  
25 Okay. So square foot, so 750 square foot.

1           MR. ROBINETTE: I do. Give me just one  
2 second to get that out. It will be white.  
3 The illumination will look pretty much like  
4 the SunTrust. But we pulled the drawings  
5 for the SunTrust letters. The S in the  
6 SunTrust letters is 10 feet high. And the  
7 V -- let me go to that page. It doesn't  
8 show up well on this drawing.

9           BOARD MEMBER ALLEN: It looks like it's  
10 20.

11          MR. ROBINETTE: It is 19 feet, 10  
12 inches. So it's about 20 feet high. So  
13 it's about twice the height.

14          CHAIRMAN SCHILLING: Okay. And then how  
15 about area-wise? And that may be on those,  
16 and I just didn't see it.

17          MR. ROBINETTE: It is in there.

18          BOARD MEMBER LORETTA: 750 square feet.

19          CHAIRMAN SCHILLING: All right. That's  
20 helpful.

21          BOARD MEMBER LORETTA: Sir, what's the  
22 kelvin? I mean, we're talking about color,  
23 but what's the kelvin rating of this  
24 white --

25          MR. ROBINETTE: 6,000. So it's a white.

1           BOARD MEMBER LORETTA:  So it's a  
2           white-white.  I mean, 4,000 is a  
3           white-white.  So this is even way whiter  
4           than a white-white.

5           MR. ROBINETTE:  It's closer to daylight.

6           BOARD MEMBER LORETTA:  Well, daylight is  
7           3,000.

8           VICE CHAIRMAN LEE:  5,500 is daylight.

9           BOARD MEMBER LORETTA:  I guess when I  
10          think of residential-type stuff, typically,  
11          once you go to 4,000, it's like super bright  
12          white.  And then something more comfortable  
13          and soothing is 3,000, 2,800.  So --

14          MR. ROBINETTE:  Well, using the  
15          florescent lights, the lower numbers, the  
16          5,000 and the 4,000s are like that.  And  
17          this light over here, which is closer,  
18          typically, labelled a daylight bulb, so the  
19          6,000, 6,500 range.

20          BOARD MEMBER LORETTA:  And that's what's  
21          there today?

22          MR. ROBINETTE:  SunTrust sign is kind of  
23          several different colors at the moment.  It  
24          has neon in it.  But the new one will have  
25          LEDs.

1           CHAIRMAN SCHILLING:  And just so I'm  
2           sure that I understand, so the S that is 10  
3           feet is the first S that is the capital, the  
4           tallest S that's on the sign?

5           MR. ROBINETTE:  Of SunTrust, it is.

6           CHAIRMAN SCHILLING:  Okay.

7           BOARD MEMBER ALLEN:  This is a question  
8           for the applicant.  If you made this sign  
9           smaller, would you not have to raise it up  
10          towards the top of the building?  Wouldn't  
11          it be cut off at the bottom if you tried to  
12          center it because of the way that it's  
13          tiered?

14          MR. ROBINETTE:  We could make it smaller  
15          and leave the baseline similar.  The stroke,  
16          it gets narrower.  The smaller you get, the  
17          thinner the stroke gets.  The baseline could  
18          stay about the same.

19          And on this one, at their branches, the  
20          background of the compass lights up.  But in  
21          this, just the circle and the elements of  
22          the compass light up, not the whole  
23          background.

24          CHAIRMAN SCHILLING:  Mr. Loretta.

25          BOARD MEMBER LORETTA:  I know in other

1 instances -- and we don't have this here,  
2 and maybe this is a reason where we ask you  
3 to come back with more information. But so  
4 this sheet right here, which is showing  
5 elevation east and west; right?

6 MR. ROBINETTE: Yes.

7 BOARD MEMBER LORETTA: To me, it's kind  
8 of missing some critical dimension. And I'm  
9 going to argue that the top piece may or may  
10 not have been under a sign panel, but let's  
11 just say that's basically the sign panel.  
12 It doesn't have -- it's got an overall  
13 dimension of 172 feet wide. It's not really  
14 giving me the overall height. And then it's  
15 not giving my dimension of the bottom of the  
16 text to the bottom and the top of the text  
17 to the top.

18 And so some of that -- it's kind of like  
19 there are proportions that we haven't been  
20 given on prior graphics to understand what  
21 is the proportion of the sign to the overall  
22 panel and so forth. You know, that could  
23 help us to understand -- I mean, my initial  
24 inclination was it was pretty big. But, I  
25 mean, if we scale it down from 19 feet 10 to

1           17 feet, is it really a noticeable  
2           difference? Maybe it is.

3           But it's kind of weird. It's tough to  
4           believe the original S of the SunTrust is 10  
5           feet tall, because when we look on the last  
6           page, it just doesn't -- I mean, obviously,  
7           these images are just, you know,  
8           computer-generated images, but the S looks  
9           like it's almost as big as the current Y. I  
10          mean, the S almost looks like it's 16 feet  
11          tall.

12          So I feel like it may behoove you to try  
13          to give us a little bit more data on what's  
14          existing and maybe some more dimensions  
15          versus us just randomly saying "Make it 20  
16          percent smaller" or something like that.

17          BOARD MEMBER HARDEN: Yeah, I agree. I  
18          wasn't suggesting 20 percent. I think  
19          that's just about what would make sense,  
20          because you want to have some white space,  
21          if you will, on either side of it so it  
22          doesn't stretch from top to bottom.

23          CHAIRMAN SCHILLING: And I'll just share  
24          some thoughts, as well, as I know the Board  
25          Members are thinking through this, is my

1 reaction is similar, that in comparison to  
2 the SunTrust sign, this seems like a pretty  
3 significant increase in size, and similarly  
4 seems to take up nearly the entirety of the  
5 top panel of the building. And I'm not sure  
6 that I'm comfortable with how big this sign  
7 is. So I admit I'm struggling with this one  
8 a little bit.

9 Any other thoughts the Board Members  
10 have?

11 BOARD MEMBER DAVISSON: Again, you're  
12 talking about -- if the argument is we have  
13 buildings that are adjacent to it with  
14 signage this large, you're talking about  
15 buildings that are much different scale. I  
16 don't care if this building is sitting here  
17 or by the stadium, it's about relative scale  
18 to the building itself.

19 And the scale of the original SunTrust  
20 building, if you were to scale Modis  
21 Building down to SunTrust size or the new  
22 VyStar size, you would be looking at a sign  
23 that is closer to the existing SunTrust, if  
24 you want to talk scale and compatibility.

25 So what it's next to, to say that sign

1 is the same size, I don't understand that  
2 argument, especially esthetically and as far  
3 as design-wise goes.

4 BOARD MEMBER LORETTA: Craig, Modis was  
5 bigger and taller than Wells Fargo. It just  
6 happens to be Wells Fargo has a lot more  
7 characters, which is why it's now more  
8 rectangular and shrunk in space. So I  
9 think --

10 BOARD MEMBER DAVISSON: Modis had larger  
11 letters? I -- to begin with, you're making  
12 the argument to the wrong guy, because I  
13 didn't -- I thought that sign was --

14 BOARD MEMBER LORETTA: Well, I'm not  
15 making an argument. I guess I'm just  
16 saying, you know, there is not only context  
17 to adjacent buildings amassing, but then  
18 there is also -- the fact is it's like a  
19 specific name and logo. And some names are  
20 longer, some names are shorter. And so, I  
21 mean, you know, I think we can just make a  
22 recommendation to postpone this and ask this  
23 applicant to come back with a little bit  
24 further detail, and potentially look at a  
25 reduction in size. Unless we want to just



1 vote to potentially turn it down, which  
2 isn't very typical for us.

3 CHAIRMAN SCHILLING: And I was going to  
4 go to Mr. Teal and maybe talk through a  
5 couple of options here. Knowing that I  
6 don't think it would be appropriate for this  
7 Board to set -- or recommend an arbitrary  
8 percentage for reduction, I guess I wanted  
9 to get your input on maybe the choice or  
10 options we may have to work with this  
11 applicant to maybe have them relook at the  
12 size of the sign.

13 MR. TEAL: To the Chair -- or through  
14 the Chair to the Board, you guys are used to  
15 dealing with a two-step review process,  
16 where you have conceptual and final. There  
17 is nothing that says that you can't do that  
18 here. Procedurally, it would be a little  
19 different. Somebody would move to just  
20 defer the item to next month. And you would  
21 provide them, just like you do with a  
22 conceptual review, you provide them with  
23 here is what we think we want to see, come  
24 back with renderings that show this or show  
25 that.

1           I would point out that, I guess, relying  
2           on my history with the Board, that Wells  
3           Fargo, when they came in, they actually had  
4           their -- you know, the stagecoach as part of  
5           their sign. And the Board did, you know,  
6           modify that.

7           And then in terms of the size of the  
8           letters, this includes -- the square footage  
9           for the VyStar sign includes the logo. So  
10          if you were to draw a rectangle around the  
11          logo and the letters, that's where you get  
12          your 2,000 plus square feet for the signage.

13          But that would be the process for doing  
14          that. I would say that you would want to  
15          provide them with as much detail as you can  
16          about what you want to see. But  
17          procedurally, one of the Board Members would  
18          have to move for deferral of the item. And  
19          then that would be for voice vote. And then  
20          if the Board decided to defer it, then you  
21          certainly could.

22          CHAIRMAN SCHILLING: And let me ask the  
23          applicant, again, recognizing VyStar's  
24          contribution to the community and everything  
25          that the organization has done for

1 Jacksonville, would it place an undue  
2 hardship on y'all as an applicant to take an  
3 extra 30 days and maybe take a look at this  
4 and come back at our next meeting?

5 MR. ROBINETTE: We can certainly do  
6 that. I don't know that anyone will be  
7 thrilled, but, you know, we need to make  
8 sure there is a consensus on this. So we  
9 can provide more detail on the building so  
10 you can see it as a percentage, and present  
11 a different option on the size.

12 CHAIRMAN SCHILLING: That would be  
13 terrific. I think that would be very  
14 helpful.

15 And, Mr. Teal, I think that was great  
16 advice on -- I think it would be good for us  
17 maybe to provide some input as to what we  
18 would like to see. And I think interesting  
19 input on Wells Fargo, whether the logo was  
20 in it or not in it.

21 And knowing you've already heard what's  
22 been said, and I don't know that anybody on  
23 the Board wants to arbitrarily pick a  
24 percentage, but are there any things that  
25 any of the Board Members would like to add

1 to what's already been said?

2 BOARD MEMBER ALLEN: Do we know how  
3 large the Independent Life sign was when it  
4 went from Independent Life to Modis? I  
5 mean, I would assume that was close to a  
6 tripling rather than a doubling in size. Do  
7 we know that?

8 MR. KLEMENT: We have to do research and  
9 locate that. That was the original  
10 Independent to?

11 BOARD MEMBER ALLEN: Modis.

12 MR. KLEMENT: To Modis.

13 BOARD MEMBER LORETTA: I do think it  
14 wouldn't hurt to maybe provide elevations of  
15 these other buildings and then show the  
16 scaling and percentages of those buildings  
17 in comparison with this building, so then we  
18 can kind of have a little bit more  
19 relevance, as well, versus all we really  
20 have is, you know, a sketch from street  
21 level and basic, you know, square footage.  
22 So, you know, hopefully you can ask for some  
23 more effort to be able to prepare those.  
24 How you create that, I don't know.

25 BOARD MEMBER HARDEN: It doesn't --

1           CHAIRMAN SCHILLING: Please, go ahead,  
2           Mr. Harden.

3           BOARD MEMBER HARDEN: It doesn't need to  
4           be proportionate. I mean, the TIAA Bank  
5           building is a million square feet. This  
6           building is probably 250,000 square feet, I  
7           would guess. So it doesn't need to be a  
8           quarter of the size. I think it just needs  
9           to be brought back down into a scale that is  
10          still visible, it still achieves their  
11          goals, but it seems to fit better within the  
12          landscape. I don't think it has to match,  
13          you know.

14          Unfortunately, we try to put some, you  
15          know, some kind of formula to all of this.  
16          And I think this one is that we're going to  
17          try to match the eye test and try to make  
18          our best judgment that meets their goals,  
19          and the community feels good about it as  
20          well.

21          MR. ROBINETTE: Now, I will tell you  
22          what we'll come back with will probably be  
23          bigger than SunTrust, because, from my bias  
24          point of view, it's too small. It's like a  
25          little hat, even though we can see it and

1 recognize it. But I get what you're saying.

2 CHAIRMAN SCHILLING: Ms. Durden.

3 BOARD MEMBER DURDEN: Mr. Chairman, I  
4 would also ask the applicant if you could  
5 educate us a little bit about the kelvins,  
6 because I think I didn't know the proper  
7 term to use, but when I looked at it, I was  
8 concerned about the -- how strong it would  
9 be. So if you could bring back some  
10 information, comparisons and some  
11 information about that, I think that would  
12 be helpful also.

13 MR. ROBINETTE: We can do that. We'll  
14 come down certainly if we need to. But,  
15 generally speaking, in the industry, the  
16 standard where you will see everywhere, the  
17 florescent bulbs are now going to LEDs.  
18 Daylight, whatever the term, 6,000 to 6,500  
19 kelvin, I don't know if you're familiar with  
20 that scale.

21 If you think of a campfire and you --  
22 the cooler the flame, the oranger, and the  
23 hotter and hotter until you have a torch  
24 that's white hot. And so you go from the  
25 red up to blue up to white. So the higher

1 the color temperature is analogous to a  
2 flame, which is what it is. And that's  
3 where those numbers come. So the higher the  
4 number, the whiter it gets.

5 So we don't want to get into a  
6 pinkish-looking sign. So we'll take a look  
7 at that. And I'll provide additional  
8 information, a graphic to show you what  
9 we're looking at.

10 BOARD MEMBER DURDEN: Thank you.

11 VICE CHAIRMAN LEE: I think, to  
12 piggyback on that, there are two things we  
13 probably want, the color temperature and  
14 then the luminance so that we can compare  
15 its overall intensity in addition to the  
16 color.

17 And then I have one more request. This  
18 elevation that you provided of VyStar on the  
19 building to scale, it would be nice to see  
20 one just like this of the existing condition  
21 of SunTrust on there to scale so we can see  
22 them side by side. That way we can take a  
23 mental image of about how much bigger you're  
24 going to make it compared to what's exactly  
25 there now.

1           MR. ROBINETTE: Certainly. And I will  
2 tell you what we have done is -- because we  
3 pulled the permit drawings, but I didn't  
4 trust those. So we took photographic  
5 evidence. And we actually scaled it  
6 ourselves. So the number we have is, we  
7 think, perhaps even more accurate than if  
8 you were to run down and pull a permit  
9 drawing. So we can do a side by side,  
10 certainly.

11           VICE CHAIRMAN LEE: Thank you.

12           CHAIRMAN SCHILLING: And then I was  
13 going to add just to follow up on the logo,  
14 because I know that was brought up, I  
15 personally don't have any objection to the  
16 logo. I think it's compact enough and  
17 roughly the size of one of the letter  
18 characters, that it works. So I don't have  
19 an objection to it. I don't know if any  
20 other Board Member wants to speak to that.

21           BOARD MEMBER DAVISSON: You're saying  
22 you don't have an objection to the logo or  
23 the logo size?

24           CHAIRMAN SCHILLING: The logo being  
25 included. But, yes, ideally, I think



1 size-wise it needs to come down, the logo  
2 size needs to come down with -- proportional  
3 to the letters.

4 MR. ROBINETTE: It will. It's affixed  
5 to the -- they have to go together.

6 CHAIRMAN SCHILLING: Okay. Any other  
7 thoughts?

8 All right. If there are no other  
9 thoughts, I will entertain a motion for a  
10 deferral to next meeting.

11 BOARD MEMBER LORETTA: I make that  
12 motion to defer this to the next available  
13 meeting.

14 BOARD MEMBER HARDEN: Second.

15 CHAIRMAN SCHILLING: Motion by  
16 Mr. Loretta, second by Mr. Harden. All  
17 those in favor say aye.

18 BOARD MEMBER ALLEN: Abstain.

19 BOARD MEMBERS REMAINING: Aye.

20 THE COURT: We have one abstained.

21 Mr. Allen, okay.

22 MR. ROBINETTE: Thank you very much.

23 CHAIRMAN SCHILLING: Thank you very much  
24 for your time as well. We look forward to  
25 seeing you next month.

1           That concludes our action items. We do  
2 not have any information items or old  
3 business. We'll go ahead and go to new  
4 business.

5           As mentioned, Item A, which is the Hogan  
6 Street branding, that item has been  
7 withdrawn from the agenda.

8           So we're going to move to Item B, which  
9 is a workshop discussion. So there is no  
10 vote required of the Board today. This is  
11 just a workshop for us to discuss with the  
12 applicant, it's Dialysis Clinic, Inc. of  
13 Jacksonville, Park and Roselle Street.  
14 We'll go ahead and turn it over to  
15 Ms. Diettrich.

16           MR. TEAL: Mr. Chairman, before we get  
17 into the next item, Mr. Allen wanted to  
18 clarify.

19           BOARD MEMBER ALLEN: The abstention has  
20 nothing to do with a relationship. It was  
21 simply because, if I voted no and it came to  
22 a full vote of the Board, I think you would  
23 have voted the sign down in totality. So  
24 I'm voting not to make them come back again;  
25 I just have no position on that.

1 CHAIRMAN SCHILLING: Okay. Great.

2 Thank you.

3 MS. DIETRICH: Good afternoon,  
4 Mr. Chairman, and Board Members, and Council  
5 Member Anderson. I'm Lara Diettrich with  
6 Diettrich Planning, 1332 Avondale Avenue,  
7 Jacksonville. First name is L-a-r-a, last  
8 name is Diettrich, D-i-e-t-t-r-i-c-h,  
9 spelled that a few times in my life.

10 All right. Good afternoon. This is  
11 kind of loud.

12 All right. Before you, you have a  
13 submittal that's fairly brief for the first  
14 of the three workshops. So to give you  
15 perspective on where we're at, if you  
16 remember, not too long ago we came before  
17 you with Kanine Social, the dog park, dog  
18 bar that's on Roselle and College. So this  
19 is literally two blocks up. It's on Park  
20 and Roselle. So it's an intersection.

21 If you drive by, if you're driving  
22 between Downtown and Five Points and  
23 Brooklyn, quite regularly it's on the  
24 southeast quadrant of Park and Roselle. So  
25 it's across from the Tire Kingdom.

1           It's a vacant parcel. Frankly, it's a  
2 double parcel, one is .33 of an acre, the  
3 other one is .39 of an acre. So  
4 collectively, it's just under three-quarters  
5 of one acre. For the most part, it is  
6 paved, concrete, impervious surface. A  
7 portion of the second parcel is grass.

8           Ironically, there used to be one of  
9 their dialysis clinics on this site prior  
10 to. It has been completely demolished and  
11 removed. So it's a clean slate, brand new  
12 construction.

13           And to take you through just kind of  
14 what we're talking about size-wise, the  
15 proposal for the new structure would be  
16 approximately 11,500 feet, two stories.  
17 First floor would be 7,500 square feet, that  
18 would contain 25 stations for patients. And  
19 the second floor would be approximately  
20 4,000 square feet. There would be 15 to 20  
21 staff members.

22           And there is two cycles of treatments  
23 per day. It usually takes four to four and  
24 a half hours for a treatment. So the  
25 turnover is extremely low and slow. So you

1           have a morning shift of patients coming in  
2           for treatment and then an afternoon  
3           treatment facility. So 6:30 to 5:00, 6:30  
4           to 5:00 p.m. is roughly what their  
5           operational hours would be.

6           And there are two accesses to the site,  
7           which is very convenient for our circulation  
8           and our delivery and the safety and parking  
9           for our patients. We have an access both  
10          ways on Park and also on Oak Street. So  
11          there is a western access and an eastern  
12          access. So it provides straight-through  
13          flow. And we'll look at the site plan here  
14          in a second.

15          Okay. So some of the challenges for us  
16          that we're going to be going through and  
17          working with you on this proposal is the  
18          fact that it's in the Brooklyn-Riverside  
19          overlay that's in the Downtown DRI, the  
20          Downtown CRA. So its land use is central  
21          business district CDB. But its underlined  
22          zoning is CCG2. And the irony with that is  
23          the fact that, if you look through the  
24          zoning code, there are all different uses  
25          that are allowed. Now, when they're

1 enumerated specifically in different  
2 districts, that means that, if they leave  
3 one out, it means there is clearly not some  
4 allowed in other areas. So if you look  
5 through all the different commercial  
6 districts, some say you can have a clinic,  
7 some say you can have a hospital.

8 So in the current zoning, CCG2, we can  
9 have a hospital. But we're not a hospital,  
10 because the definition of a hospital is  
11 overnight stay, overnight care; and there is  
12 no overnight care for these patients.

13 However, if you go and look over at CRO,  
14 or CN, you can have a clinic, but not a  
15 hospital. And that's because the density  
16 and intensity of these zoning districts  
17 would allow for those types of uses.

18 So we are actually proposing something  
19 that would be more of a down zoning from  
20 CCG2 to CN, because it's a less intense use.  
21 So we would be filing a rezoning companion  
22 application that would be heard all the way  
23 through Council. However, because the  
24 Board, DDRB Board, serves that review for  
25 Downtown areas, instead of Planning

1 Commission, you would serve as that  
2 placeholder and review and recommendation to  
3 LUZ and City Council with the vote on  
4 rezoning, as well as your own package.

5 So with that, turn the page to the site  
6 plan. And Doug Skiles is the engineer of  
7 record. And he's here to answer questions  
8 once I've taken you through this brief  
9 presentation.

10 We have 38 parking spaces onsite, that's  
11 on property, off-street. Well,  
12 interestingly enough, as you know, we want  
13 to promote multimodal use and there is a  
14 transit stop that goes right in front of the  
15 front door of this place for our VRTs and  
16 our local JTA transportation. So that's  
17 great for clients and patients, because they  
18 actually use a lot of public transit.

19 We also have 14 on-street spaces. Those  
20 are public, in the public right-of-way.  
21 They're being able to be utilized by  
22 anybody.

23 So because we're exceeding the  
24 requirements, since you want 50 percent as a  
25 max, which would be roughly 16 spaces or so,

1           and we're exceeding that, we would like to  
2           ask for a variance to be able to allow for  
3           those 38 spaces to remain onsite. We don't  
4           believe necessarily we will use them all;  
5           however, we would like to have them so that  
6           way we can actually allow for those  
7           on-street spaces to be used by the public.

8           We've got five printers in a building  
9           that are adjacent to us. We've been working  
10          actually with Burt Brown. He is the owner  
11          of the building that's across. And we've  
12          been talking with him from day one. When we  
13          walked onsite, it was a perfect little  
14          miracle that he just happened to be there.  
15          And we're all good friends and colleagues.  
16          So we've kept him in the loop completely.

17          So there are some tenants in the  
18          building adjacent to us, which has a  
19          beautiful mural on it. And we would like  
20          not to block that mural, even though it's  
21          built up to the property line. So we're  
22          going to leave a gap and do -- and Doug can  
23          say this more appropriately -- but a  
24          deepened storm water area. So it will be  
25          kind of like a nice, little place to sit



1 outside. That's where there will be some  
2 green space. That's where there's going to  
3 be the storm water. The mural is there. So  
4 you can see it from the street and/or by the  
5 patients that will have that outdoor area.  
6 Plus, it gives a nice transitional buffer  
7 between the two buildings.

8 So with that, there is a wall sign  
9 facing Park Street. And we need to work  
10 with our clients to see if they would like  
11 some directional signage on the Oak Street  
12 access and a monument sign on the corner of  
13 Park and Roselle. We currently do not  
14 reflect that on the draft site plan. So  
15 while it's not there, it doesn't mean we may  
16 not include that in the second workshop.

17 The next page is your floor plan. It  
18 lays out the first floor and second floor.  
19 And just to give you context, if you hold it  
20 horizontally, landscape like this, Park  
21 Street, instead of where the staple is, if  
22 you turn it, Park Street is running along  
23 this edge of your paper, just so you can  
24 understand how it's facing out. And we'll  
25 make sure we add a directional sign and add

1           those street names on this next time so you  
2           can have that immediately.

3           And then you turn to the next page, and  
4           it shows you some elevation. Again, I'm  
5           going to have the architect -- the architect  
6           couldn't be here; they're in Alabama. I'll  
7           make sure they label these better. But when  
8           you look at your exhibit, the top one is the  
9           south elevation. So if I'm standing in the  
10          parking lot looking at the building, that's  
11          what you'll see. The second, the middle  
12          elevation is the north elevation; so that's  
13          what's facing Roselle. And the bottom third  
14          elevation is west; so that's facing Park  
15          Street.

16          And currently, we do show signage facing  
17          the parking lot. So as the patient walks  
18          in, that's where a sign would be on the  
19          wall. And then facing park we currently  
20          have one sign. But we do not have signage  
21          currently in this elevation facing Roselle.  
22          So, again, we will confirm that with the  
23          client and make sure that we have included  
24          more detail for workshop two.

25          The next page shows some of the

1 materials that are being proposed by the  
2 architects, who can, again, better speak to  
3 these. But I made sure that they were very  
4 aware of the urban context, what's happening  
5 in Brooklyn, what's happening in Riverside,  
6 the history of it, the transitional uses,  
7 talking about Park and that quarter someday  
8 actually not being a backdoor anymore, but  
9 being a front door. And the City is working  
10 on some things that are not funded to be  
11 implemented yet, and more buildings and  
12 businesses coming out of ground in Brooklyn.

13 So they looked at all the materials and  
14 the styles in the area. And so far this is  
15 what they're proposing, mixture of brick,  
16 the urban medal siding, the -- I'm going to  
17 say this wrong -- alucobond. The architect  
18 is --

19 VICE CHAIRMAN LEE: Alucobond.

20 MS. DIETRICH: Alucobond, excellent.  
21 So this is just first blush for them. There  
22 is going to be, I'm sure, much discussion  
23 between you and the architects when they're  
24 going to be here. We are going to take away  
25 from this meeting all of your questions and

1           comments to share with them so they can  
2           address those four workshops here.

3           And then if you go to -- and by the way,  
4           they have a dialysis clinic currently that  
5           they -- the reason why they need another one  
6           is because it's over-serving. And it's on  
7           State Street. So just a couple blocks up is  
8           where they are currently located.

9           This final sheet shows you the  
10          transparency requirements in this overlay.  
11          And as you know, 2 to 10 feet on the wall is  
12          where the transparency needs to take place.  
13          Fifty percent needs to be transparent. So  
14          due to a couple things that I want to read  
15          into the record, they're falling 9 to 10  
16          percent short. Nine percent short on the  
17          Roselle side and 10 percent short on Park  
18          Street.

19          And this is why: Their former dialysis  
20          clinic that used to be there was having  
21          issues back in the day. Of course, as you  
22          remember, that area was not as walked and  
23          not as biked and not as populated, because  
24          it hadn't yet seen what we're seeing now.  
25          So there was a lot more vandalism going on.

1           So they had windows kicked in quite a bit.  
2           They don't have onsite pharmaceuticals, but  
3           people see something that's medical and at  
4           the time people took for granted that they  
5           may be able to get something out of that  
6           building. So they did go through many  
7           regular repairs from that damage.

8           As far as transparency, these are the  
9           comments from the architects. Doug McNab --  
10          we have McNab and Skiles. First and  
11          foremost, because the vandalism, they had  
12          some issues, they do not carry controlled  
13          substances. The majority of the area in the  
14          ground floor footprint accommodates two  
15          spaces of use, the treatment floor and a  
16          large storage room, which incorporates a  
17          water treatment room and other storage-type  
18          spaces. So the placement of translucency is  
19          affected by the function of the various  
20          rooms that are placed at the exterior of the  
21          building's perimeter.

22          The treatment floor, being floor one,  
23          is -- they have the medical supply chaise  
24          that runs the majority of the perimeter of  
25          the room. So the exterior perimeter of the

1 first floor has this medical chaise running  
2 it. It's between the finished floor  
3 elevation, so ground level, to approximately  
4 40 inches above the finished floor, so  
5 approximately two to three feet.

6 And, again, your requirement is foot 2  
7 to 10 is where you want that 50 percent  
8 translucency. So the first foot of that  
9 activation of transparency is where they're  
10 falling a little short because of that  
11 medical supply chase. And I'll wrap it up  
12 so you can start your questions.

13 And along Park Street there is limited  
14 area for glazing because of the additional  
15 function restrictions due to that's where  
16 the bathrooms have to be located. So, of  
17 course, you can't have transparency  
18 completely in a privacy area like that.

19 So because the treatment floor requires  
20 various perimeter room functions that have  
21 to interact with treatment floor functions,  
22 the staff toilet rooms have to be relegated  
23 to an area that faces Park. So that's why  
24 you've got a 9 percent reduction and a 10  
25 percent reduction in the transparency.

1           With that, I'll take any questions.

2           CHAIRMAN SCHILLING: Terrific. Let me  
3 start with a question. I heard parking and  
4 transparency as two items that sounds like  
5 you're knowing you're needing deviations.  
6 Do any other -- any others that you know of  
7 off the top of your head?

8           MS. DIETRICH: No, not at this time.  
9 The signage is actually probably less than  
10 what they would be allowed. So when we talk  
11 about directional signage and monument sign,  
12 we'll look to the code and try to keep that  
13 in there. We like to keep the variances to  
14 just these two if we may.

15          CHAIRMAN SCHILLING: Okay. Ms. Durden,  
16 it sounded like you might have had a  
17 question.

18          BOARD MEMBER DURDEN: Thank you,  
19 Mr. Chairman. I was just trying to get my  
20 bearings looking at the last page on the  
21 elevations and when you were talking about  
22 the transparency. And I was trying to -- I  
23 just wanted to be sure you were saying that  
24 the Roselle, if I can read this, it looks  
25 like the transparency is 41 percent. Is

1           that --

2           MS. DIETRICH: Let me get there with  
3           you. I believe that's correct. Park Street  
4           is 40 percent, so it's a 10 percent  
5           reduction; and Roselle is 41 percent, so a 9  
6           percent reduction.

7           BOARD MEMBER DURDEN: And you were  
8           saying that part of the reason for the  
9           Roselle Street was because of the location  
10          of the water treatment?

11          MS. DIETRICH: And the medical chaise.

12          BOARD MEMBER DURDEN: Can you just  
13          describe for us, looking at this page, this  
14          last page, the elevation page, where that is  
15          in the scheme of things, if you will?

16          MS. DIETRICH: The middle elevation  
17          here matches up with the middle one there,  
18          which is Roselle. So -- and the architect,  
19          again, is going to be able to speak to this  
20          better. They did the best to try to meet  
21          all of it. As you can see, it's almost 100  
22          percent. These gaps here, that's where some  
23          of the facilities are that they can't put  
24          transparency completely on. Block that, so  
25          that's -- where you see this dark space,



1           that would be the nontransparent space.  
2           That's where minimal -- your reductions are.  
3           And then on Park Street --

4                   BOARD MEMBER DURDEN:  There is some  
5           more.  So you're saying --

6                   MS. DIETRICH:  Park Street is this one.  
7           So put it this way, if they were to meet all  
8           of it, you would see a lot of transparency  
9           along the whole thing without the brick.

10                   BOARD MEMBER DURDEN:  Okay.  Got it.  
11           Thank you.

12                   CHAIRMAN SCHILLING:  And then one thing  
13           I would add, I know it would be super  
14           helpful for me if in the submittal the next  
15           time we look at it, if you can also expand  
16           the site plan to do a version that shows it  
17           overlaid on an aerial and maybe label it --

18                   MS. DIETRICH:  I remember that from the  
19           dog park, yes.  We'll do it exactly like  
20           that.

21                   CHAIRMAN SCHILLING:  That would be super  
22           helpful.

23                   So I'll start on the other side.  
24           Council Member Anderson, any thoughts,  
25           questions or comments?

1           COUNCIL MEMBER ANDERSON: No. Thank you  
2           for being here and the continued investment  
3           in that part of our city.

4           The property, I was at an event for  
5           Changing Homelessness over the holidays, and  
6           I remember thinking that the lot slopes  
7           down. Is it a flat lot, is it flat?

8           MR. SKILES: Yeah. Too flat.

9           MS. DIETRICH: Doug said "Too flat."  
10          The engineer is going to have to drain this  
11          thing.

12          COUNCIL MEMBER ANDERSON: Maybe behind  
13          Jimmy Johns or something it slips down.

14          MS. DIETRICH: Remember, we're across  
15          the street and north towards Downtown.  
16          Jimmy Johns and Changing Homelessness are  
17          just a little bit farther towards Five  
18          Points. So on that side of the road, yes,  
19          you have a different undulation. We are on  
20          a completely developed compact built and  
21          demolished and now being rebuilt area.

22          COUNCIL MEMBER ANDERSON: And the  
23          property goes all the way through to Chelsea  
24          Street?

25          MS. DIETRICH: Oak. Part of Oak Street

1 is the next block east of Park. So if you  
2 were to turn -- if you were going towards  
3 Downtown on Park, you turned right on  
4 Roselle to go to, like, Melody and Bill  
5 Bishop's architecture office, the next  
6 street would be Oak Street.

7 VICE CHAIRMAN LEE: Council Member, it's  
8 two blocks behind the F&F parking garage on  
9 Riverside.

10 COUNCIL MEMBER ANDERSON: I tell you  
11 what. Let me get my bearings. Maybe you  
12 can come back to it. Thank you.

13 BOARD MEMBER DURDEN: Just one other  
14 question.

15 MS. DIETRICH: Here we are, this is us.  
16 This lot is ours and this lot is ours,  
17 that's Burt Brown's property next door with  
18 the print shop. This used to be a dialysis  
19 clinic. This is grass. This will be the  
20 parking area. This will be the structure.  
21 Here is Oak Street. So we come in this way,  
22 and then we're out there.

23 COUNCIL MEMBER ANDERSON: Thank you.

24 CHAIRMAN SCHILLING: Ms. Durden.

25 BOARD MEMBER DURDEN: Thank you. My

1           only other question at this time is about  
2           the site plan. And so I'm trying to get my  
3           bearings along the Roselle Street side. Is  
4           the big square, if you will, adjacent to the  
5           driveway that will serve Oak Street?

6           MS. DIETRICH: That's an adjacent  
7           building.

8           BOARD MEMBER DURDEN: Is that Mr. Brown?

9           MS. DIETRICH: Correct. That awesome  
10          one with the mural on it.

11          BOARD MEMBER DURDEN: Where is the mural  
12          in regards to that --

13          MS. DIETRICH: The shared wall, the  
14          wall facing our building.

15          BOARD MEMBER DURDEN: So that would be  
16          on the west wall?

17          MS. DIETRICH: Correct.

18          BOARD MEMBER DURDEN: Correct?

19          MS. DIETRICH: This building here, this  
20          is an existing structure where all the print  
21          shops are at, right here. This area is  
22          where the storm water will be. That's the  
23          open space separating our building from  
24          their building. So there will be open area  
25          for sitting. And the mural would be exposed

1 to people coming by.

2 BOARD MEMBER DURDEN: How tall are the  
3 two buildings? In other words --

4 MS. DIETRICH: We're proposing 30 feet.  
5 And the adjacent building is probably  
6 similar. We think 30 to 35. Burt's  
7 building is an older building. I bet you  
8 it's not 35 feet. So they're going to be  
9 pretty comparable.

10 BOARD MEMBER DURDEN: And where on the  
11 site plan is your storm water?

12 MS. DIETRICH: It's in between the  
13 existing -- Mr. Brown's adjacent structure  
14 and ours.

15 BOARD MEMBER DURDEN: Okay. I thought I  
16 just heard you say you're going to use that  
17 for a sitting area.

18 MS. DIETRICH: It's going to be an open  
19 area where the storm water is. Plus there  
20 is going to be some sitting. Plus people  
21 can enjoy the mural.

22 BOARD MEMBER DURDEN: Got it.

23 MS. DIETRICH: To save space, we're --

24 BOARD MEMBER HARDEN: So it's below  
25 ground.

1           CHAIRMAN SCHILLING: That will be  
2           underground storage?

3           MR. SKILES: I haven't designed it yet.

4           MS. DIETRICH: Next workshop we'll know  
5           more.

6           CHAIRMAN SCHILLING: Fair enough.

7           BOARD MEMBER DURDEN: Thank you.

8           CHAIRMAN SCHILLING: Mr. Davisson.

9           BOARD MEMBER DAVISSON: So this is all  
10          new building?

11          MS. DIETRICH: That's correct.

12          BOARD MEMBER DAVISSON: Was there any  
13          consideration on the road diet for Park  
14          Street? That --

15          MS. DIETRICH: Well, I didn't work on  
16          this particular road diet. So I'm going to  
17          guess that the actual design by Pawn, and  
18          you guys may know better, starts at the  
19          intersection of Forest and goes towards  
20          Downtown. I don't know if it actually goes  
21          past Forest. In other words, in front of  
22          the Gate Station towards Five Points, I  
23          think that's --

24          BOARD MEMBER DAVISSON: Now that you  
25          bring it up, I think you're right.

1 MS. DIETRICH: I think we're just shy.

2 BOARD MEMBER DAVISSON: And I'm looking  
3 at your -- I'm just looking at your site  
4 plan. It looks like you're set back -- the  
5 building is set back 25 feet from the  
6 property line; is that correct?

7 MS. DIETRICH: We have a site triangle  
8 code requirement that we're meeting for the  
9 corner of Park and Roselle. So that's why  
10 we're setting it back.

11 BOARD MEMBER DAVISSON: What are you  
12 going to do in that 25-plus square feet?

13 MS. DIETRICH: Landscaping.

14 BOARD MEMBER DAVISSON: Okay. That  
15 would probably, in my perspective -- I'm not  
16 going to have a whole lot to say about the  
17 building. But your comment about parking,  
18 you don't need it, but you would like to  
19 have it, maybe you could lose a space or two  
20 along Park and really make and address Park  
21 Street with that opportunity that you've  
22 got, that 25 feet, as well as on the asphalt  
23 side, along that entire strip in front of  
24 your building, and make that -- I know it's  
25 probably a challenge having to set that back

1 on your site triangle, but make that an  
2 opportunity.

3 MS. DIETRICH: Actually, there are no  
4 parking spaces along Park in front of that  
5 building. Are you talking about --

6 BOARD MEMBER DAVISSON: I'm talking in  
7 your parking lot.

8 MS. DIETRICH: Okay. So south of the  
9 structure.

10 BOARD MEMBER DAVISSON: Within your  
11 property, yeah.

12 MS. DIETRICH: One, two, three, four,  
13 there are five spaces there currently.

14 BOARD MEMBER DAVISSON: Instead of  
15 having your building pulled back and your  
16 parking pushed forward.

17 MS. DIETRICH: Correct.

18 BOARD MEMBER DAVISSON: That --

19 MS. DIETRICH: It was tricky where we  
20 were placing this because of the fact it's a  
21 double lot and we're on a corner.

22 BOARD MEMBER DAVISSON: Right. I see  
23 the challenges, but I just think with the  
24 land that you've got in front on Park  
25 Street, especially imagining what Park



1 Street could be someday, that would be a key  
2 element.

3 MS. DIETRICH: Dually noted for the  
4 engineer taking notes. And we're taking all  
5 these back to the architect as well.

6 BOARD MEMBER DAVISSON: And whatever  
7 you're able to do on Roselle. I see you've  
8 got some islands, but, again, just kind of  
9 I'm just looking more at the streetscape.  
10 Maybe next time you come in, you're showing  
11 a little more.

12 MS. DIETRICH: This was a little more  
13 unofficial for this first workshop.

14 Doug, did you want to come up and speak  
15 to what we are or not able to do on Roselle  
16 Street? Are we building a lot line there.  
17 Go ahead and introduce yourself.

18 MR. SKILES: Doug Skiles, address is  
19 44461A Hendricks Avenue, Jacksonville,  
20 Florida 32207.

21 MS. DIETRICH: If you could, speak to  
22 the landscaping plan, like Roselle Street.

23 MR. SKILES: So along Roselle the  
24 building would be right on the property  
25 line. We would have a sidewalk. And we

1 would do streetscapes similar to what you  
2 would find in Downtown. We're showing two  
3 islands there to break up the parking  
4 spaces. But we're not proposing any  
5 landscaping between the building and the  
6 sidewalk.

7 BOARD MEMBER DAVISSON: Are you  
8 landscaping in the right-of-way?

9 MR. SKILES: We would be.

10 BOARD MEMBER DAVISSON: Are you putting  
11 trees there?

12 MR. SKILES: We have the potential for  
13 three tree islands. The one at the  
14 intersection probably wasn't -- I don't know  
15 if it will have a tree or not. We'll have  
16 to look at that, because it's probably too  
17 close to the intersection. The other two  
18 would have landscape islands with trees.

19 BOARD MEMBER DAVISSON: Okay. That's  
20 all for me.

21 CHAIRMAN SCHILLING: Mr. Lee.

22 VICE CHAIRMAN LEE: Just a couple of  
23 comments. Is the parking that you've got  
24 off-street a requirement of the program or  
25 are you just trying to get as much parking

1 as you can?

2 MS. DIETRICH: The user is the one  
3 that's wanting to make sure they have ample  
4 parking for their staff and for their  
5 clients, because of the fact that this is a  
6 very highly utilized on-street parking area.  
7 And it's getting more and more, so more and  
8 more businesses.

9 I know in working with Mr. Brown there  
10 has been a concern, because, unfortunately,  
11 Florida Blue, who is a building just  
12 catty-corner to us, has paid parking for  
13 their employees; they charge them. So there  
14 is a lot of employees that don't want to  
15 pay. So instead, they Park on the streets  
16 everywhere. And there has been a previously  
17 arranged lease agreement for parking, shared  
18 parking, for those employees, which, of  
19 course, is being disbanded because of the  
20 new construction.

21 So there has been a concern in working  
22 with Burt to make sure that his users, since  
23 they're exclusively having to use on-street.  
24 And then there's been pretty good  
25 enforcement lately. There are two-hour

1 parking restrictions on Park Street; and  
2 they're ticketing.

3 So it's just a concern that there's  
4 going to be Florida Blue now taking up all  
5 the on-street spaces. His people only have  
6 on-street spaces. And we definitely cannot  
7 have our clients and our patients walking  
8 far distances. These are dialysis treatment  
9 patients. The safety of the employees  
10 coming in that early in the morning, the  
11 safety of our patients. So we want to make  
12 sure not one of our patients has to Park on  
13 the street for obvious reasons. So that's  
14 why 38 is a number that they felt very  
15 secure in asking for. But the five spaces  
16 that you mention upfront, we can talk about  
17 that.

18 MR. SKILES: One thing I want to add on  
19 that too, as Lara mentioned, they have two  
20 shifts. Unfortunately, they overlap. So  
21 it's not like you can just say, we need  
22 parking per shift. We really need to be  
23 able to handle almost both shifts, enough  
24 parking spaces, because when one group is  
25 still in there getting out, the other is

1 coming in. If we only had enough, then we  
2 would be -- we would be 50 percent off of  
3 what we need.

4 MS. DIETRICH: That's a great point.

5 VICE CHAIRMAN LEE: I guess where I was  
6 going with that is I have a real dislike of  
7 dead-end parking. If that lot is full and  
8 you drive into it, your only option is to  
9 back all the way out. It's not a good  
10 scenario. So if you could, maybe find a  
11 way. Even if you had to lose one or two  
12 spaces, I'm sure we would be willing to  
13 grant a variance on parking if you didn't  
14 have dead-end parking, just a thought.

15 MS. DIETRICH: To pose that scenario,  
16 we now have two different requests to lose  
17 parking for two different reasons. So which  
18 one would be the more paramount to you?  
19 Because we can't lose both.

20 BOARD MEMBER LORETTA: Quite frankly,  
21 I'm going to make a third.

22 VICE CHAIRMAN LEE: This is a workshop.  
23 We're just making recommendations.

24 MR. TEAL: I do want to caution you guys  
25 that there are a couple concerns that I

1           have. And my ears are up to try and catch  
2           this and jump in at the appropriate moment.  
3           All these decisions that you're going to be  
4           making need to be done in a quasi-judicial  
5           hearing, which means they have to be  
6           advertised and public opportunity to comment  
7           and that kind of thing.

8           Workshops are okay to talk about bigger  
9           picture type of issues, to get your initial  
10          feedback. I caution you against getting too  
11          much into the weeds in terms of almost  
12          designing their project for them, because of  
13          the fact the way that your Board is set up,  
14          you react to projects that are brought to  
15          you to determine whether or not they're in  
16          compliance with the Downtown Master Plan,  
17          the overlay, all of those things.

18          So I guess I'm -- there has been a  
19          couple comments made that this is the first  
20          of, I guess, three workshops that are  
21          planned. I don't know why it would be  
22          presented to you in the form of three  
23          different workshops before we actually get  
24          to an application. And so I'm interested to  
25          hear kind of what the purpose of having to

1           have three workshops to do this.

2           Typically, when you guys have workshops,  
3           it's because you've been presented with a  
4           conceptual application that is just too  
5           complex or complicated, where you decide you  
6           need a workshop to focus on the complexities  
7           of the application itself. We don't really  
8           have it where it's set up so that you have a  
9           workshop before an application, because then  
10          it starts leaking into you're designing  
11          their project. And the advertising for the  
12          application hasn't -- it's cart before the  
13          horse kind of thing.

14          The other piece that I'm interested in  
15          getting Mr. Klement's input on is, because  
16          there is a zoning need before the project  
17          can go forward from a zoning standpoint, the  
18          chicken and egg piece in terms of the design  
19          of the project for a project that isn't even  
20          legal to go on this site yet. And at what  
21          point do we start to consider the design  
22          aspects of it when we don't even know if the  
23          use is going to be allowed. And so I don't  
24          know if we've had that issue come up before  
25          in terms of where that is procedurally.

1           This is going to be a straight rezoning.  
2           So it's not as big of an issue as it is for  
3           a PUD, for example, where, you know, the PUD  
4           itself can get into some of these  
5           design-type things. It's just going to be  
6           is the use allowed or not. It may not be an  
7           issue for this one, but I'm interested for  
8           Mr. Klement's input in terms of how that's  
9           all going to fit together.

10           MR. KLEMENT: To dovetail with  
11           Mr. Teal's comments, we were side-barring  
12           over here as the conversation was taking  
13           place. And Staff certainly has those  
14           concerns that are we getting sufficient  
15           information, number one, to -- or is the  
16           applicant looking for us to design their  
17           project. The use only allows or encourages  
18           certain hours, certain parking requirements,  
19           some of these items that all of a sudden are  
20           backing into do I have enough parking or not  
21           enough parking, do I have enough  
22           transparency at certain places.

23           So we are -- Staff would be similar in  
24           alignment with what legal is suggesting, is,  
25           as we continue to hear discussions, we do



1           have to be careful about the site criteria  
2           that we use as a design element. And going  
3           into that, some of the issues of setback  
4           from Park Street, we certainly encourage  
5           setbacks from Park Street if they have  
6           plazas and public-type spaces. We don't  
7           really have a setback criteria with respect  
8           to the angle, sign angle. I think that's  
9           more applicable to the more suburban  
10          developments that we see often out there  
11          where traffic speeds may be a little bit  
12          higher or don't have the slowdowns that  
13          we're looking for.

14                 The streetscape element -- in other  
15          words, when we go through the specific  
16          criteria, a weighted critique from Staff is  
17          focusing on -- again, we use the term  
18          pedestrian engagement. In other words, how  
19          is this project fitting into not only the  
20          immediate site, but then as it broadens into  
21          the adjacent areas, which gets us into some  
22          of the dialogue for context and things of  
23          that nature.

24                 That being said, you know, I think we're  
25          hearing dialogue at this point in time, and

1           there may be a need for more workshops;  
2           there may be a need for more information to  
3           come back; there may be enough information  
4           for this Board to feel comfortable. And I  
5           invite the applicant to share the  
6           discussion, because, at some point in time,  
7           we are going to want to get into that  
8           conceptual approval, presumably. And then  
9           from the conceptual approval, we move to a  
10          final approval.

11           And using the history of what we've seen  
12          in past applications, that conceptual  
13          approval is -- addresses a lot of the issues  
14          that we're dialoguing here. And I'm  
15          uncomfortable with the Board having to  
16          design their project, but you are providing  
17          feedback. So that's the line or the needle  
18          that we're threading to move forward. And  
19          I'll invite legal to share any more  
20          specificity with where we go.

21           MR. TEAL: I think that covers it. I  
22          mean, I think my concern is that your  
23          decisions have to be made in a public  
24          meeting that's noticed where the public is  
25          given an opportunity to participate and

1 provide comments. If -- until such time as  
2 one of those types of meetings occurs, then  
3 it has the appearance at least, at a minimum  
4 it has the appearance of an impropriety kind  
5 of thing, because it may be that this  
6 discussion is going to focus their  
7 application. And the public hasn't had an  
8 opportunity to participate in this  
9 discussion. So that, you know, when they do  
10 eventually come forward with a conceptual  
11 design, you know, maybe it's that you guys  
12 have already approved it, you know, without  
13 the public having the opportunity to weigh  
14 in on it. So that's my concern in terms of  
15 procedurally.

16 Especially, if we're talking about  
17 multiple workshops before we do get to a  
18 point of having a quasi-judicial meeting,  
19 then I'm a little uncomfortable with that.

20 CHAIRMAN SCHILLING: I'll go ahead and  
21 ask the applicant, because maybe I heard  
22 differently. But my thought was that your  
23 reference to three presentations was related  
24 to the workshop today and then coming back  
25 for your conceptual and final, not

1 necessarily three separate workshops.

2 MS. DIETRICH: No, no. Normally --  
3 historically, I'm used to two. This three  
4 meetings is fairly different than what I've  
5 experienced in the past, whether I was  
6 working for JBC or I was coming before you.  
7 So we're just following the process we were  
8 asked to do.

9 We do not, by any means, want you to  
10 design our project for us. But we  
11 definitely want to heed your guidance and  
12 advice so we come to terms with something we  
13 can all agree on. So that was not our  
14 intent. So for the record, we have a team  
15 that does that.

16 But we are making notes and we are more  
17 than happy to cease any further discussion  
18 or details with that so that way we're not  
19 creating any kind of public notice issue.

20 MR. TEAL: I don't know that we need to  
21 cease the discussion. What I would caution  
22 you all on is, you know, getting too deep  
23 into the weeds. I mean, it's okay for  
24 Mr. Davisson to say to take a look at the  
25 opportunity that might be there for this

1 particular setback. But if he were to say,  
2 take a look at that by having this kind of  
3 landscaping, having this kind of -- you  
4 know, getting into the details about it,  
5 that's where I would say draw the line.

6 If you think about it kind of in terms  
7 of you have boxes on paper kind of thing  
8 without saying what those boxes look like,  
9 but where you move them around and how you  
10 position them, you know, is probably  
11 something that's more appropriate. But what  
12 they look like and you have a design-type  
13 thing, I think, is probably at a workshop  
14 like this where you would want to draw back  
15 from.

16 MS. DIETRICH: Mr. Chairman, I would  
17 assume, in the next meeting, that would be  
18 what would typically be the first one, which  
19 is where things are more evolved. And we  
20 would have those brought before you as we  
21 have in the past with other projects. And  
22 then we get into that discussion.

23 CHAIRMAN SCHILLING: Yes.

24 MS. DIETRICH: I do have a question for  
25 you with regards to -- get to the rezoning

1 situation, because there would be a  
2 companion application. So there is not only  
3 the DDRB submittal, but then there is also a  
4 traveling partner with it. And interesting  
5 point is we were hoping to be able to run  
6 those together, even though the zoning will  
7 take longer, because it has to go through  
8 full Council.

9 But interesting point that is that  
10 chicken or egg. Does rezoning need to be  
11 fully approved before you can review these?  
12 Or can we have you reviewing this and this  
13 actually takes a pause for that to go  
14 through its approval and then this having  
15 been seen could then be approved? Or have  
16 you had a situation like this? I'm sure you  
17 have.

18 CHAIRMAN SCHILLING: I'll let Mr. Teal  
19 answer that one.

20 MR. TEAL: Well, I think that it might  
21 make sense for them to go through at the  
22 same time. You know, whether that means  
23 that the design component of it gets  
24 deferred until the planning piece moves  
25 forward, because, arguably, you can't move

1 forward with anything until you have the  
2 zoning in place for it.

3 So I think for the convenience of the  
4 Board, what it would be is it would appear  
5 on your agenda as two items: One would be  
6 the planning piece and the other would be  
7 the design piece.

8 Well, now that I'm thinking it through,  
9 I don't know that's the best approach. Let  
10 me back up. Because of the fact that you  
11 would sit at the Planning Commission would  
12 be to advise the City Council on whether or  
13 not you feel it's appropriate to rezone the  
14 property for this use or to approve -- is it  
15 land use change too or just rezoning?

16 MS. DIETRICH: No. CBD we have. CCD2  
17 does not allow a hospital -- or a clinic.

18 MR. TEAL: So you as the Planning  
19 Commission would make a recommendation to  
20 the City Council based upon the criteria and  
21 zoning code for a rezoning, whether or not  
22 the City Council should approve it. You  
23 could take up the design piece at the same  
24 time. And, in essence, what would happen  
25 would be the design piece would be

1           contingent on the rezoning going forward.  
2           So you could consider all of that at your  
3           same meeting knowing that the zoning  
4           wouldn't be finalized because you're the  
5           first step in the zoning piece; you're the  
6           last step in the design piece.

7           So you could do it either way. You  
8           could say, we're going to defer the design  
9           piece until the City Council gets done with  
10          the zoning piece; or we're going to approve  
11          the design piece along with our  
12          recommendation on the zoning piece,  
13          contingent on the zoning getting approved by  
14          the Council, so whichever.

15          MS. DIETRICH: That way you have seen  
16          it, you waited on it, we all feel  
17          comfortable about moving forward with that  
18          during rezoning. Because at the same time  
19          we also -- they both weigh on each other.  
20          We want to make sure we're doing the right  
21          thing while we're asking for something  
22          that's, frankly, policy-wise, more  
23          significant. Why would we want a rezoning  
24          if you already said we don't -- we haven't  
25          seen it, we don't know what it is, we don't



1           like it, so --

2           CHAIRMAN SCHILLING: I would say to that  
3 point that, you know, I think the proper  
4 thing to do is to coordinate with Mr. Teal  
5 and Mr. Klement and Staff and figure out  
6 what the best approach is, because I don't  
7 know. I don't know that we're in a position  
8 to answer that today.

9           Okay. And I think that was very good  
10 info, Mr. Teal, and Mr. Klement.

11          And, Mr. Klement, I see you raising your  
12 hand.

13          MR. KLEMENT: And, again, I wanted to,  
14 again, throw the whole process back on the  
15 table here too. The Board historically uses  
16 that process to gather information. The  
17 workshop is one more piece of that process  
18 that allows them to continually gather  
19 information. We have and in some cases gone  
20 to conceptual with drawings that require two  
21 twists of the pen, and they're in the final  
22 presentation. We've also gone into  
23 conceptual applications that, wow, we're a  
24 long way from final; you're going to need to  
25 do some additional work.

1           So, again, the process is to, again,  
2           collectively allow this Board to receive and  
3           get information, and for Staff to review it  
4           and critique it and say, yes, it's the right  
5           project, right time, right place, and now  
6           it's even more positively got the right type  
7           of architecture and compliment to it.

8           So there are a lot of parts to this  
9           process that we presume and normally do fall  
10          into place. And just trying to make sure  
11          everybody works with that effort in mind.

12          CHAIRMAN SCHILLING: All right. Thank  
13          you.

14          Mr. Lee, I think we were in the middle  
15          of your thoughts. We'll come back to you.

16          VICE CHAIRMAN LEE: So broadly speaking,  
17          dead-end parking, bad. Can I say that?

18          MS. DIETRICH: We've got that written  
19          in big letters.

20          CHAIRMAN SCHILLING: Not in the weeds,  
21          but in general terms.

22          VICE CHAIRMAN LEE: Yeah, in general.

23          And, in general, have your architect  
24          screen the mechanical equipment. That seems  
25          to be a recurring issue we've had in lots of

1 different meetings. So screening mechanical  
2 equipment, good. That's it, broadly  
3 speaking.

4 MS. DIETRICH: First we went from  
5 parking, so I thought you thought we were  
6 going to have mechanical parking equipment.

7 MR. SKILES: Sounds pretty cool, though.

8 CHAIRMAN SCHILLING: Mr. Harden.

9 BOARD MEMBER HARDEN: I thought you  
10 would never ask.

11 I think it is difficult -- to one of the  
12 points that Mr. Teal was making earlier,  
13 it's somewhat difficult for us to make some  
14 assessments on a project like this, which is  
15 fairly -- the architecture is fairly normal.  
16 There is nothing quite out of the ordinary,  
17 but understanding it's so helpful to have  
18 the Staff review to understand what we're  
19 supposed to be looking at and what lens  
20 we're supposed to be viewing this from.

21 That being said, I think that, you know,  
22 we've had some good points brought up just  
23 in general about the use. And I think that,  
24 while the road diet did not include that  
25 stretch of Park Street, that's an important

1 gateway for people coming back and forth.

2 And so is there a particular reason why  
3 you chose such a setback, a 25-foot setback  
4 on that?

5 MR. SKILES: It's the site triangle.

6 BOARD MEMBER LORETTA: Jim said there  
7 was no site triangle in Downtown.

8 MS. DIETRICH: There is. It was the  
9 same discussion, actually, when you were  
10 chairman that we had with Kanine Social.  
11 When you're at an intersection, for safety  
12 reasons for pedestrians, there is a 25-foot  
13 site triangle. So in other words, you can  
14 see this way and you can see this way. That  
15 way cars pulling out, pulling in, people  
16 coming around corners, it's a code  
17 requirement. It's pretty standard. And  
18 it's required in the overlay.

19 CHAIRMAN SCHILLING: And I'll just jump  
20 in. Knowing it's in the code, but that this  
21 is -- this intersection is -- I think it's  
22 controlled by a signal, that you may want to  
23 consider reaching out to Chris LeDew, City  
24 Traffic Engineer, and knowing the  
25 intersection is controlled by a signal, if

1           that's something that would be helpful to  
2           you --

3           MS. DIETRICH:   So that would be another  
4           variance possibly.

5           CHAIRMAN SCHILLING:   Maybe something to  
6           consider taking a look at.

7           BOARD MEMBER HARDEN:   I just think that  
8           in however you landscape it, it would look  
9           rather odd, particularly because all the  
10          other buildings.  I drive that road quite  
11          frequently.  I think most of the buildings  
12          sit right on -- I didn't know if maybe you  
13          were saving it because that was going to be  
14          a widened sidewalk or something.  So those  
15          are probably my only other comments.

16          I think the architecture is fine.  I  
17          think that it's hard to tell from the  
18          sketch, you know, the materials that are  
19          used.  I think that generally it looks nice.  
20          We just want to see a lot more detail.

21          MS. DIETRICH:   Right.  And we were told  
22          for this workshop to keep it fairly rough.  
23          Usually, we come in with a package for you.

24          BOARD MEMBER HARDEN:   The transparency  
25          is important, though.  I mean, I don't know

1           if the Board is really going to take issue  
2           with five to seven percent off. But I think  
3           that is important. I mean, because the  
4           purpose of it is not just transparency for  
5           transparency's sake. It's to try to engage  
6           with the roadway. So if it's set back 25  
7           feet and has less transparency, it's not  
8           going to choose that objective.

9           MS. DIETRICH: Just for the record, I  
10          mean, of course, having worked with y'all  
11          doing all the Downtown plans kind of helped  
12          launch a lot of this for the whole CRA.  
13          Working and living in my home in Avondale, I  
14          drive this street like 12 times a day. And  
15          my reputation as a planner and Doug's  
16          reputation as an engineer, we told this  
17          group from the onset that this was a  
18          significant location; that it's the gap  
19          that's being built in because of Five Points  
20          and Downtown, just like LaVilla is going to  
21          start popping up because of Brooklyn and  
22          Downtown; and that there would be a lot of  
23          comments because it's not a reuse like the  
24          dog -- like Kanine Social was, which was a  
25          different situation, because we're dealing

1 with existing structure. This is new.

2 So they are aware of that. We made them  
3 very aware that this is a big deal. It's in  
4 a very serious location. That is the  
5 up-and-coming last gap for that stretch. So  
6 they're very aware and willing to work with  
7 y'all to do what they need to do.

8 Of course, everyone has a business pro  
9 forma. Everybody has to be able to do what  
10 they can cost-wise. But the biggest  
11 preclusion on meeting anything is the fact  
12 that they have to serve a sensitive client.

13 BOARD MEMBER HARDEN: And that's a full  
14 brick, that's not a brick veneer; correct?

15 MS. DIETRICH: I believe it's veneer.  
16 But, again, I think -- on the sample  
17 sheet -- well, I'm going to say I think it  
18 is veneer. I think I read that, but I want  
19 to make sure. It's right here.

20 MR. TEAL: If you look on your finish  
21 legend, this page, it says brick veneer.

22 MS. DIETRICH: I knew I saw it on one  
23 of the pages. It's in such small type, that  
24 even with my glasses --

25 BOARD MEMBER LORETTA: To me, veneer is

1           just like the material.  It's just -- it  
2           doesn't mean it's not a modular size brick.  
3           It doesn't mean it's a thin set.  I wouldn't  
4           say that means it's a thin set by saying  
5           it's veneer.

6           MS. DIETRICH:  Actually, a lot of brick  
7           you see around is veneer and doesn't look  
8           like it.

9           BOARD MEMBER HARDEN:  I think my only  
10          other comment is I think the reason I would  
11          pay closer attention to it is because  
12          typically dialysis clinics are just big ol'  
13          blocks with no windows and a few doors.  So  
14          even if there -- the transparency is  
15          probably -- those are probably just going to  
16          be shaded windows.  They're not going to be  
17          full transparency, are they?

18          MS. DIETRICH:  Not all of them.  
19          Because of sensitivity of the patients and  
20          privacy, there are certain areas that have  
21          to be -- or they would appear, from a  
22          walker-by or driver-by, that it would be a  
23          window, because it would be the material.  
24          Whether you could actually see people  
25          sitting there going through their treatment,



1 no.

2 BOARD MEMBER HARDEN: No, I understand  
3 that. But I think that the purpose of the  
4 transparency is so that at night if someone,  
5 a pedestrian, is walking down that road,  
6 it's not just dark and cold; it feels open.  
7 So I'm not trying to cross that threshold at  
8 this workshop, but I think the lighting next  
9 to your lighting (sic) will be important  
10 with how engaging that is with the  
11 pedestrian area.

12 MS. DIETRICH: And we did talk to them  
13 about their photometrics of how their  
14 exterior lighting will be. Of course,  
15 downward because of not going to the traffic  
16 that would be driving by on Park Street and  
17 Roselle. But we did discuss that with them.  
18 Again, at this rough level, we haven't fully  
19 evolved to that. We will for the next  
20 meeting.

21 But, again, we made them very aware,  
22 this is not just anywhere. This is the  
23 happening place that is -- this is probably  
24 one of the only actual undeveloped lots  
25 available left in the whole Riverside,

1 Brooklyn, Five Points area that isn't  
2 already claimed and titled and/or being  
3 built.

4 CHAIRMAN SCHILLING: Mr. Loretta.

5 BOARD MEMBER LORETTA: I guess I'd just  
6 like Staff to confirm for us if there is  
7 site triangle or not a site triangle. It  
8 seems like you're saying there is not, and  
9 she's saying you're wrong. So if you could  
10 confirm that for us, that would be great.

11 You know, if it's stepped back, then as  
12 Jim said, we just -- let's try to create it  
13 as some sort of courtyard plaza, something  
14 of that nature. It's supposed to become  
15 theoretically kind of public space or some  
16 resemblance of that.

17 My only concern beyond that is so -- you  
18 know, I guess, internal parking lot doesn't  
19 really make the landscape code since you're  
20 over five or six spaces, you really are  
21 supposed to maintain that internal landscape  
22 island, you're missing that inside there. I  
23 just noticed that, quite frankly. So that's  
24 going to impact the parking possibly.

25 I also would like to recommend you maybe

1 making sure the islands on Roselle are sized  
2 large enough where you can plant the shade  
3 tree within there. Because right now  
4 they're being shown as six feet, seven feet  
5 or so. And the internal requirement for,  
6 let's say, an oak would be 12 feet from back  
7 of curb to back of curb. And so it may  
8 require you to lose a space or two. But I'm  
9 not trying to get into the weeds.

10 MR. TEAL: But shade trees.

11 BOARD MEMBER LORETTA: No. I'm not  
12 trying to get into shade trees. I actually  
13 like palm trees, but I know a lot of the  
14 others on the Board are not a big fan of  
15 that.

16 MS. DIETRICH: Mr. Loretta, are you  
17 speaking to the parking island -- the tree  
18 islands in the public right-of-way?

19 BOARD MEMBER LORETTA: Inside Roselle,  
20 I'm speaking to those. I think they need to  
21 become a little bit bigger. I'd rather you  
22 have one big one and have some substance  
23 there, or you have two larger ones,  
24 whatever. Just the point is I don't think  
25 it makes sense to have something small

1           that's not going to look good in the end,  
2           and be unsuccessful. That's pretty much it.

3           I don't have a big issue with -- you  
4           know, the architecture looks fine.  
5           Everything else looks fine. Hopefully we  
6           can come back with cleaner exhibits that are  
7           11 by 17 and printed on a little bit nicer  
8           paper, but other than that, I'm good.

9           CHAIRMAN SCHILLING: Great. Thank you.  
10          Mr. Allen.

11          BOARD MEMBER ALLEN: No comments or  
12          questions.

13          CHAIRMAN SCHILLING: Mr. Klement.

14          MR. KLEMENT: I think you had comments,  
15          if you would.

16          CHAIRMAN SCHILLING: Just a couple. And  
17          one, just to follow up on, I would say, a  
18          general comment is I think it would be  
19          helpful from an application standpoint, if  
20          you have not already, to reach out to our  
21          city traffic engineering staff to talk about  
22          the site triangle, see if there are some  
23          things that can be done to work with that.  
24          I think that traffic engineering staff may  
25          have some issue with how close some of the

1           90-degree parking spaces are to the Roselle  
2           and Park Street intersection, with people  
3           having to back out that close to the  
4           intersection.

5           MS. DIETRICH: They're actually there  
6           now.

7           CHAIRMAN SCHILLING: But that's  
8           something I think, if y'all can work with  
9           traffic engineering staff, I think they  
10          provide some good input on that.

11          And then I'd just follow up on one of  
12          the first things I said, as far as when  
13          you're back for the conceptual, for the next  
14          step, it would be great to have that -- and  
15          I think this follows up on Mr. Loretta's  
16          comment -- some exhibit showing, one, the  
17          site plan over an aerial so we can see  
18          what's around it, some pictures of the area  
19          to kind of get context of the buildings  
20          around it. I think that would be very  
21          helpful.

22          MS. DIETRICH: That's what we're used  
23          to doing for that second meeting, or what we  
24          historically were doing in our first  
25          meeting. But it was made clear this was

1           supposed to be really -- so we will go back  
2           to doing it the way we used to do it, even  
3           if there are three meetings. So aerial  
4           surrounding uses identified; a much more  
5           larger, readable and more polished package;  
6           we'll verify with transportation and traffic  
7           engineering on the site triangle; parking so  
8           close to intersection; we'll also look into  
9           the directional signage and illumination;  
10          and we'll work with Staff and Mr. Teal with  
11          regards to process with these companion  
12          applications.

13                 BOARD MEMBER DURDEN: I would just add  
14                 the big picture, I think, is your street  
15                 frontage, both Roselle and Park Street, the  
16                 treatment along the street corners.

17                 CHAIRMAN SCHILLING: Great. Thank you.

18                 And, Mr. Klement, I know that --

19                 MR. KLEMENT: Again, not designing the  
20                 project, as they move forward with their  
21                 process again, and Lara correctly alluded to  
22                 it, the criteria, and Mr. Harden referenced  
23                 having the criteria that we historically use  
24                 as the basis to initiate our discussion and  
25                 our critique. You know, we get into the

1 building setback. No portion of a building  
2 structure shall be set back from the  
3 right-of-way line, et cetera, et cetera. So  
4 there are those criteria that we'll spend  
5 some time with the applicant to be clear or  
6 at least comfortable that there is a general  
7 compliance, or they're looking for  
8 compliance, or they're looking for design  
9 critique. So, again, we'll have to spend  
10 some time.

11 And as I hear, the site really is  
12 unique. And Ms. Diettrich alluded to a  
13 number of facts. It is one of the last  
14 pieces of project, it is a definite link.  
15 It's on the perimeter of the Brooklyn area  
16 as it goes into the Five Points area. And  
17 we really want to -- and I appreciate it,  
18 even comments from Ms. Durden on the street  
19 frontage, how -- you know, part of our role  
20 is to make sure that this project using its  
21 architect, using its landscape architect,  
22 using its engineer, using its urban planner,  
23 make this a strong fit to the fabric that  
24 we're trying to accomplish right here.

25 And this is a unique site. And it's a

1           little more challenging, because it's got  
2           some existing parking, it has a mural on an  
3           adjacent building. So there are some things  
4           that might have some direction or some  
5           guidance to the applicant.

6           But, again, we almost want to start at  
7           that 10,000 foot and come in, which is how  
8           is this pedestrian urban development moving  
9           forward. I heard the comment on lighting,  
10          in fact. Maybe there is a unique system of  
11          outside lighting that even sets off. So all  
12          these things will be part of some of the  
13          discussion that we'll get into.

14          And I just would like to thank the  
15          applicant for coming in, but there is a lot  
16          to be looked at and reviewed. We may need  
17          some more specific transportation or traffic  
18          situations. How do we make this the site  
19          that we think it should be? And we put that  
20          burden on the applicant for us to review  
21          with what Mr. Teal was guiding us in. We  
22          can't tell them, take out those two spaces,  
23          or don't do this, but certainly make sure  
24          that we dance with that language.

25          And then, as we move forward, we make



1           determinations as do these require, what  
2           they refer to as, deviations, which we can  
3           change the language, but the specifics is  
4           there a deviation for parking, for street  
5           space, for setbacks. So we'll be looking at  
6           those. And we want to make sure we mitigate  
7           them as a Board and as a Staff  
8           appropriately.

9           MS. DIETRICH: And also, if I may,  
10          Mr. Chairman, Board Members, and Council  
11          Member, and Staff, there is something I  
12          didn't quite get into, which is important  
13          also. With all that we said and everything  
14          that Mr. Klement just echoed and shared with  
15          you with regards to our complete awareness  
16          and sharing with the client the importance  
17          of the location, what also is unique, aside  
18          from having two frontages -- and we looked  
19          at how to position the structure and the  
20          parking and many different configurations.  
21          And there is one final reason why the  
22          building is on the corner and the parking  
23          has frontage on Park versus, for example,  
24          you may think, why didn't we just do a nice  
25          long building that's along Park and then put

1 the parking behind so it's facing more Oak  
2 Street.

3 And the answer to that question is, in  
4 case it gets asked, in general, as you  
5 notice, there are two access points, one on  
6 Oak and one on Park, and because that is a  
7 beautiful straight shot perfectly to go  
8 through for access, for turning radiuses,  
9 for trucks, for deliveries. But there is  
10 also one other vehicle that's going to be  
11 coming here, and that's an ambulance.

12 These are ambulatory access, as well as  
13 patient driven and/or drop off or public  
14 transportation. And because of the  
15 wonderful access points we have and that  
16 through shot we've got, all those vehicles  
17 from a small automobile to a delivery truck  
18 or an ambulance, all of them can function in  
19 this space while allowing the structure to  
20 exist and the parking and the storm water.  
21 So that's why we ended up with the  
22 configuration we ended up with.

23 CHAIRMAN SCHILLING: Sounds good. Thank  
24 you all for presenting today. We look  
25 forward to your conceptual.

1 MS. DIETRICH: Thank you for your time  
2 and your comments.

3 CHAIRMAN SCHILLING: So we are to public  
4 comments. We have no speaker cards. Any  
5 member of the audience that would like to  
6 address the Board?

7 All right. Seeing none, we're to  
8 adjournment. But before we do that, real  
9 quickly, any other comments that anyone may  
10 have?

11 Mr. Klement.

12 MR. KLEMENT: Just briefly, again, we've  
13 changed our agenda. And this is more of a  
14 reminder until we get into our cycle. We  
15 are meeting the second Thursday of each  
16 month now. And our agenda has been set up  
17 as such. So we'll continue to try and give  
18 you the lead time that you need, but just  
19 trying to remove the old from the new habit  
20 and get into that second Thursday, which, in  
21 this case, the February meeting will be  
22 February 14th.

23 CHAIRMAN SCHILLING: Great. Thank you.

24 Any other?

25 Ms. Durden.

1           BOARD MEMBER DURDEN: I just have a  
2           request. Perhaps Ms. Underwood could send  
3           out electronic invites for the new dates and  
4           maybe a cancellation of the old dates for  
5           us, because I think I have the old dates in  
6           my calendar. That would make it really  
7           helpful.

8           MR. KLEMENT: We do have a schedule, so  
9           we'll send it out. Thank you.

10          CHAIRMAN SCHILLING: That will be great.  
11          Thank you.

12          Any other?

13          All right. Then we are adjourned.  
14          Thank you very much.

15          (Meeting concluded at 3:45 p.m.)

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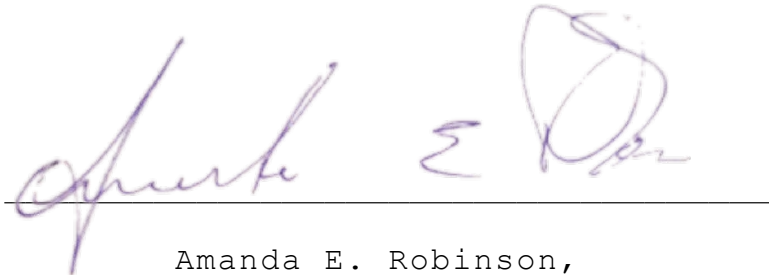
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CERTIFICATE OF REPORTER

STATE OF FLORIDA  
COUNTY OF DUVAL

I, Amanda E. Robinson, Registered Professional Reporter, do hereby certify that I was authorized to and did report the foregoing proceedings; and that the transcript, pages 1 through 100, is a true record of my stenographic notes.

DATED this 18th day of January, 2019.



Amanda E. Robinson,  
Registered Professional Reporter