



## Downtown Development Review Board

**Hybrid Virtual In-Person Meeting  
Thursday, August 11, 2022, at 2:00PM**

### **BOARD MEMBERS**

**Matt Brockelman**, Chair  
Joseph Loretta, Board Member  
Craig Davisson, Board Member  
William J. Schilling Jr., Board Member  
Linzee Ott, Board Member

Trevor Lee, Board Member  
Christian Harden, Board Member  
Frederick Jones, Board Member  
Gary Monahan, Board Member

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

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

### **II. ACTION ITEMS**

- A. Approval of the July 14, 2022, DDRB Regular Meeting Minutes
- B. DDRB 2022-010: JHS Casket Factory Renovations Final Approval

### **III. OLD BUSINESS**

### **IV. NEW BUSINESS**

- A. DDRB Officer Elections
- B. Organization Approach to Review Downtown Sign Code
- C. DIA Staff Presentation on District Branding and Design Guidelines

### **V. PUBLIC COMMENTS**

### **VI. ADJOURNMENT**

*Please be advised that this will be a hybrid virtual in person meeting. Attendees may participate in person or virtually.*

### **PHYSICAL LOCATION**

Jacksonville Public Library-Main Library/Downtown  
303 North Laura Street  
Multipurpose Room (located in the Conference Center)  
Jacksonville, Florida 32202

**PLEASE NOTE:** The multipurpose room will **not be accessible through the Main Street entrance**. The Main Street entrance will be closed. Please use the Laura Street entrance to enter the building.

**Directions to Multipurpose Room:** Upon entering Laura Street entrance to the Library, follow directions and signage for temperature check, then proceed into the Main Library. Walk counterclockwise around the grand staircase and you will see signs for the public elevators. Take the elevator down to level C for Conference Level. Exit the elevator and follow hallway out. Turn left out of the hallway and proceed through glass doors into Conference Center. The Multipurpose Room is the first room on the left.

Visitors are encouraged not to enter City owned public buildings if they have: symptoms of COVID-19, a fever of 100.4 degrees Fahrenheit or higher, are currently undergoing evaluation for COVID-19 infection, a diagnosis of COVID-19 in the prior 10 days or have had close contact with someone infected with COVID-19 during the prior 14 days. Any member of the public entering City owned public building may choose to wear a mask inside the building.

### **VIRTUAL LOCATION**

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

#### **By Computer**

<https://zoom.us/j/98596868344?pwd=bFJ1UEhrMmJ2SGNoKzNCdndzTmZLdz09>

**Meeting ID: 985 9686 8344**

**Passcode: 698693**

#### **One tap mobile**

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

+1 (312) 626-6799 (Chicago)

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



**Downtown Development Review Board (DDRB)  
Meeting  
Hybrid Virtual In-Person Meeting  
Thursday, August 11, 2022 2:00 p.m.**

**MEETING MINUTES**

**Board Members (BMs) Present:** M. Brockelman, Chair; G. Monahan.; B. Schilling; L. Ott; C. Davisson; T. Lee (via Zoom)

**Board Members Excused:** F. Jones; J. Loretta; and C. Harden

**DIA Staff Present:** **Lori Boyer, Chief Executive Officer;** Guy Parola, Operations Manager; Susan Kelly, Redevelopment Coordinator; and Xzavier Chisholm, Administrative Assistant

**Office of General Counsel:** Susan Grandin, Esq. and Carla Lopera, Esq.

**Council Members Present:** Al Ferraro

**I. CALL TO ORDER**

Chairman Brockelman called the meeting to order at **2:06 p.m.**

Chairman Brockelman announced a change in the organization of the agenda, stating that the first item will be DIA CEO Lori Boyer's presentation on district branding and design guidelines.

CEO Boyer stated that the DIA has just completed the required 5-year update of the Business Investment and Development Plan which includes many dimensions such as, a park assessment and master plan, market feasibility study, a revamping of various incentive programs, and a branding initiative, to name a few. She then gave a presentation on the downtown neighborhood brand identity guidelines.

**II. ACTION ITEMS**

**A. APPROVAL OF THE JULY 14, 2022 DDRB REGULAR MEETING MINUTES**

Having called for corrections or other edits by his fellow board members and after receiving none, Chairman Brockelman asked for a motion and second on the item.

**A MOTION WAS MADE BY BM SCHILLING AND SECONDED BY BM MONAHAN APPROVING THE JULY 14, 2022 DDRB MINUTES.**

**THE MOTION PASSED 5-0-0.**

**B. DDRB 2022-010: JHS CASKET FACTORY RENOVATIONS FINAL APPROVAL**

DIA's Susan Kelly reported that the applicant is seeking final approval for the renovation of the Florida Casket Factory, a locally designated landmark located at 318 Palmetto Street. The project also includes three-story additions to both the west and east building elevations. Upon completion, the mixed-use building will include a museum, document archival, and venue space.

Alan Bliss, of the Jacksonville Historical Society, provided the applicant presentation.

Jeff Lane, of Lane Architecture, described what changes have been made since receiving conceptual approval.

Responding to a question from BM Davisson, Mr. Lane stated that Mr. Bliss referenced in his presentation the potential for the City to revisit the issue of whether or not to put windows in the first floor south side of the building and the second floor north side of the building.

BM Davisson commented that there is architectural significance to the building despite there being little to no ornamental approach to its design.

BM Monahan commented that the pedestrian experience can benefit from having windows on the first floor and it does not have to come at the expense of archival space, providing MOCA as an example.

Mr. Lane confirmed for BM Ott that only the west addition is detached with the open-air connection.

Mr. Bliss confirmed for BM Ott that the current grass lawn and tree canopy in the northeast corner of the property will remain, and that the space may be used for events.

BM Ott suggested using a color for the metal panels at first floor openings that is similar to the existing windows or the windows that will replace them and also complimented the color choice for the stucco.

BM Schilling asked Ms. Kelly what the thought process was behind recommendation (2). Ms. Kelly responded that staff took into consideration future use of the building but is open to any ideas regarding creative uses for the structure that restore its transparency and make it more inviting and activated, with the goal and hope that there will be more pedestrian activity in the future.

BM Schilling stated he believes adding the windows would be a significant enhancement but understands there is also a financial component to the equation. He also suggested revising recommendation (2) to require re-assessment of window design at the 5-year mark as opposed to 3.

Mr. Lane suggested changing the requirement of recommendation (2) so that a re-assessment of the window design and re-opening of all the enclosed windows is only required if the use of the

building changes. Mr. Bliss added that the re-assessment also be required if the property changes ownership.

Mr. Lane confirmed for BM Lee that the stucco control joints are  $\frac{3}{4}$ " in width and they will be dark grey. BM Lee also stated that he supports BM Ott's suggestion regarding the color of the metal panels at first floor openings.

Mr. Parola revisited BM Schilling's suggestion and agreed that 5 years makes sense.

Mr. Bliss commented that the first floor windows on the north side of the building are often targeted by pedestrians at the street level and subject to vandalism. Mr. Lane asked the board to reconsider the requirement to restore the windows on the first floor of the north elevation.

Chairman Brockelman called for public comments.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Bruce Fouraker Spoke in support of the project and in support of the applicant's requested changes to recommendation (2), citing concern for the safety and security of the building.

Kristanna Barnes Spoke in support of the applicant's requested changes to recommendation (2).

Ms. Kelly brought to the board's attention that the Emerald Trail is planned to run along Duval Street along the north side of the building which will enhance pedestrian activity in the area and help deter vandalism.

**A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER OTT RECOMMENDING FINAL APPROVAL OF DDRB APPLICATION 2022-010 WITH STAFF RECOMMENDATIONS; ADDING A FOURTH RECOMMENDATION THAT THE APPLICANT WORK WITH STAFF TO CHOOSE A COLOR FOR THE METAL PANELS AT FIRST FLOOR OPENINGS AND MODIFYING RECOMMENDATION TWO TO REQUIRE RE-ASSESSMENT OF WINDOW DESIGN AT THE 5-YEAR MARK.**

**THE MOTION PASSED 5-0-0.**

**III. OLD BUSINESS**

None.

**IV. NEW BUSINESS**

Chairman Brockelman introduced DDRB’s new OGC representative, attorney Carla Lopera, and stated that OGC’s Susan Grandin will no longer be assigned as staff to the DDRB.

**A. DDRB Officer Elections**

Ms. Kelly presented the slate of officers recommended by the Nominating Committee.

Vice Chair: Linzee Ott

Secretary: Gary Monahan

**B. Organization Approach to Review Downtown Sign Code**

Chairman Brockelman stated that he will be creating a 3-member committee to review the downtown sign code and is looking for volunteers to assist in the process. He described the process as consisting of a general review of the sign code and examining a number of metrics such as the number of special exceptions requested and granted over the last few years. The committee welcomes input from stakeholders and the public at broad.

Chairman Brockelman thanked the previous Chair, BM Lee, for his service and presented a resolution as recognition and appreciation for his tenure as Chair during the heart of the COVID pandemic.

**A MOTION WAS MADE BY BM MONAHAN AND SECONDED BY BM SCHILLING APPROVING THE RESOLUTION IN RECOGNITION OF BM LEE.**

**THE MOTION PASSED 5-0-0.**

**V. PUBLIC COMMENTS**

None.

**VI. ADJOURNMENT**

There being no further business, Chairman Brockelman adjourned the meeting at approximately 3:36 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, a recording or transcript is available upon request. Please contact Xzavier Chisholm at 904-255-5302 or xchisholm@coj.net.*