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CITY OF JACKSONVILLE

DOWNTOWN INVESTMENT AUTHORITY

BOARD MEETING

Proceedings held on Wednesday, April 17, 2019, commencing at 2:05 p.m., City Hall, Lynwood Roberts Room, 1st Floor, 117 West Duval Street, Jacksonville, Florida, before Diane M. Tropia, FPR, a Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

JAMES BAILEY, Chairman.
CRAIG GIBBS, Vice Chair.
RON MOODY, Secretary.
OLIVER BARAKAT, Board Member.
DANE GREY, Board Member.
TODD FROATS, Board Member.
MARC PADGETT, Board Member.

ALSO PRESENT:

LORI BOYER, City Council Member. GUY PAROLA, DIA, Redevelopment Manager. JOHN SAWYER, Office of General Counsel. JOHNNY GAFFNEY, Office of the Mayor. KAREN UNDERWOOD-EILAND, Executive Assistant.

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legislation that correlate to this resolution. The first one, 2019-195, amends the comprehensive plan -- portions of the comprehensive plan in support of the companion legislation 2019-196.

2019-196 is the really big document you have, 141 pages of text changes to the Downtown Overlay that is currently in the Zoning Code. Councilwoman Boyer has been spearheading this effort, along with members of this board, Carol Worsham, and Brenna Durden from the Downtown Development Review Board. And this has been an ongoing effort for about a year and a half. You'll recall the first time we broached this subject with you all was on December 19th of 2018. There was a Lunch and Learn that many of you showed up to, and we appreciated that. Throughout the subsequent amount of time, I know I've spoken to, if not all of you, most of you. I think I've spoken to all of you about this and tried to answer your questions and keep you informed.

To that end, Councilwoman Boyer will provide a presentation on it.

THE CHAIRMAN: Okay. Thank you.

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PROCEEDINGS

April 17, 2019

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2:05 p.m.

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THE CHAIRMAN: We open the Downtown Investment Authority meeting. We have the minutes of March 20th from the Downtown Investment Authority meeting.

I need a motion to approve.

BOARD MEMBER GREY: So moved.

THE CHAIRMAN: Second?

BOARD MEMBER PADGETT: Second.

THE CHAIRMAN: All in favor say aye.

BOARD MEMBERS: Aye.

THE CHAIRMAN: Opposed, like sign.

BOARD MEMBERS: (No response.)

THE CHAIRMAN: That brings us to our

second item, B, Resolution 2019-04-02.

Mr. Parola, would you like to tee it up?
MR. PAROLA: Through the Chair to the
board, thank you. The resolution in front of
you addresses two pieces of legislation that
are being filed that are companions to each
other. There's actually a third one that I'll
speak to you about in a second.

(Discussion held off the record.)

MR. PAROLA: There are two pieces of

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Councilwoman, would you like to -- and we're going to start with, will you -- are you going right into -196 or is this -195 and rolled into -196 and --

COUNCIL MEMBER BOYER: The presentation explains the difference between the three bills, and if I may just take them all up together so you understand how the package works. You only are being asked to consider two of them because one of them is in the discretion of the DDRB, who has already voted, but obviously they all go together. You need to understand it as a package.

So may I begin?

THE CHAIRMAN: Yes. And you've got a mic and --

COUNCIL MEMBER BOYER: I have a mic, so I guess I will just sit right here if that's okay with you. Everyone can see the screen.

Because I am assuming that you have heard much of this before, I'm going to go really quickly through this, and then just leave time for questions and reflect back on things that you may have questions about.

So, first of all, there are three bills.

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The main bill is the middle one, which is -196.

- 2 -195 is a text amendment to the comprehensive
- 3 plan. It was necessary to eliminate minimum
- parking requirements downtown. The bill, as 4
- we -- -196, as we originally started, we were 5
- 6 eliminating minimum parking for office and
- 7 commercial retail uses and we heard comments
- 8 consistently as we were meeting with various
- groups that, "Well, why don't you make" -- "why 9
- 10 don't you eliminate them also for residential?
- There is a huge disruption going on in the 11
- 12 industry right now, who knows what it's going
- to be 10 years from now. Let the market decide 13
- how many spaces they need to" -- "associated 14
- with a residential unit or a hotel," et cetera. 15
- And so in order to accomplish that in -196, we 16
- have to do the text amendment in -195, which 17
- then allows us to take that step in -196. 18

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- 19 That's the only thing that's going on in -195.
 - -196 is the comprehensive update of the Downtown Overlay. And -197 is the actual
- rezoning of all property downtown that is not 22
- 23 currently a PUD or currently zoned CCBD. It rezones everything else to CCBD. So 24
- essentially, if adopted, there will be two

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zoning categories downtown; CCBD and existing PUDs. So we didn't want to take away anyone's

entitlements or rights or conditions that were 3

associated with existing PUDs, but we did want 4

5 to provide that consistency throughout.

So here is what the existing zoning map looks like downtown in terms of all of the different uses that are permitted and the variety you see. This is what the rezoning

9 10 would encompass, which would turn it all to 11

CCBD. The outparcels are the ones that are already CCBD or a PUD.

Here are the permitted uses within CCBD. And so what we have done is we have taken the

uses that might have been allowed in Commercial General or might have been allowed in

17 multifamily or might have been allowed in

something else, and essentially all of those 18

uses are now allowed in CCBD downtown. 19

There are bonus uses, specifically by district, for some districts. So, for example,

the Cathedral District, LaVilla District has single-family as a bonus use, but Central Core

23 24 doesn't have single-family as a bonus use.

> There are also some other uses that we Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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expanded and allowed that previously were

disallowed, but they are allowed with

development standards. So let me give you an 4 example.

Previously, we didn't allow any drive-ins 5 6

or drive-throughs downtown. The thought was, though -- I'll use the example of the

drive-through that is in the TIAA, formerly EverBank building, that's inside a parking 9

10 garage. That drive-through accomplishes all of

the objectives that we really had with respect 11 12 to downtown drive-throughs.

The reason they were prohibited is not to 13 have stacking of cars on the street, not to

14 have this visible drive-through lane. So if 15

somebody wants to put it in the middle of a 16

parking garage and they want to put a dry 17

cleaner or a Chick-fil-A or a bank, it doesn't 18

19 really matter who the retailer use is that 20 wants the drive-through facility. It just

21 matters that the drive-through windows aren't

out on the street front. So that's an example. 22

23 Another example on auto sales. 24 Previously, auto sales and rentals were

25 prohibited. Again, it's not the auto sales

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that's the issue, it's the idea of having a

parking lot of cars that would be available for

rental or sale. So if those cars are stored in

a parking garage and the display vehicles are 4 in a showroom that's inside a building, no

problem having auto sales. 6 7

So there are several examples like that where we tried to provide design standards that

allowed the use that previously were a 9 10 prohibited use.

We update the overlay district boundaries.

12 Here are the current overlay district

boundaries. You will see there are some 13

challenges with the names of some of them. 14

"Riverfront" appears in two places, "River 15

Park." What has happened is we've consolidated 16

17 some of them. There is now a Sports and

Entertainment District. And we recognize the 18 working waterfront character of the area 19

closest to the Mathews Bridge. And we allow, 20 21 as a bonus use in that area, the kind of heavy

22 industrial working waterfront type uses. 23 This is a current map that shows you what

the permissible heights are in downtown today 24 25 based on those zoning categories. So, again,

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it's quite a patchwork quilt.

2 And this is what the height limitations 3 would be pursuant to the overlay, if adopted. The height in the Cathedral District is 65,

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5 consistent with the plan that they have

6 recently done. The LaVilla height of 75 is

7 consistent with the LaVilla plan that is in

8 development, but also consistent with the

height of the Lofts that have been built and 9

10 the JRTC. And the 90 foot height between Chelsea Street and the river in the Brooklyn 11

12 District is consistent with the plans that some

13 of the major developers in that area have

14 indicated they have -- I think it was an

15 82-foot building that they had designed. So

16 it's lower than the unlimited zone, but it's

17 still acknowledging that there are some

structures in there that will be more mid-rise 18

19 in character.

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As far as the design standards go, that -if you're reading this bill and you hadn't read what was in the code today, you might think there are a whole lot of new design standards. There are not. We are simply carrying forward

25 many design standards that exist in the code

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today, trying to clarify what they mean and provide some built-in alternatives so people

don't have to seek deviations. So some examples of that are, that --

5 there is right now a requirement that you build

to the right-of-way line. So downtown, rather 6

7 than having a setback, you bring your building

8 forward to the right-of-way line. The idea is

9 you want to create this street wall that

10 provides an urban context for people walking on

the sidewalk, but we acknowledge in here that 11

12 something called "urban open space" is an

alternative to that and is acceptable by right. 13

14 And that might be, you build a fountain. My

example that I used at DDRB is the M.D. 15

Anderson corner on Nira and San Marco Boulevard 16

17 where they have a sculpture. That is clearly

urban open space. It's attached to the 18

19 sidewalk, people can use it, but it's not the

building pulled forward. So there are examples 20

21 and definitions of that.

> It's also -- urban open space is an alternative to wrapping a parking garage with retail. Right now we have a requirement that all parking garages have to be wrapped with

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retail. We tried to provide several

2 alternatives to that. For your consideration,

think of the food court across from the Omni

4 where we have a parking garage and you have

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5 that space which is essentially extended, the

sidewalk space, to allow that food court area, 6

which is urban open space. So those are a 7

8 couple of examples of building in some

alternatives. 9

10 Illustrations are included that talk about what urban open space looks like in pulling the 11 12 buildings forward to the sidewalk and the 13 frontage. There are some exceptions that we 14 built in for residential. So acknowledging 15 that you may not want residential first floor 16 windows right on the sidewalk from a privacy 17 standpoint, you can either build them up, 18 slightly off grade, or you can build them back 19 and set them back so that you can accommodate

All of the various aspects regarding facade differentiation, variation, wall planes, massing, those were previously in the design standards. We have just tried to clarify what those mean.

that and it doesn't require a deviation.

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I think, Guy, the tower language we have 1 decided we're going to move to guidelines, did 2 3 I remember that from our conversation?

MR. PAROLA: Through the Chair, yes,

Councilwoman.

COUNCIL MEMBER BOYER: Okay. So I want to thank Mr. Padgett -- let me stop. I want to

8 thank Mr. Barakat for actually reading the

9

whole thing and giving me comments about two

months ago. And I know it's tedious, but I 10

11 want to thank Mr. Padgett for reaching out to

12 the architectural firm in Atlanta who gave us a

lot of comments, and one of them was the tower 13 14 language we're going to move to guidelines.

So, you know, the more feedback we get, the 15

better we can make the documents. So I 16

17 appreciate your help in getting us there.

18 The requirements about building entrances, 19 again, we have modified slightly. Right now you're required to have one on every facade. 20

21 We acknowledge that if you have more than two

22 it makes sense that you don't have to have a

23 door on the third side, and maybe even for

security reasons not on the second side, but do 24

25 something else to make the space compatible

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So these are all just examples. Rooftops is an example where we recognize we use them a lot differently than we did 20 years ago when the last standard was written, to allow for restaurants, allow for gardens, allow for swimming pools, all of those kinds of things on the rooftop.

There is a fair amount of time spent defining the public realm side, which would be within the right-of-way. And that is talking about where the street furniture and utilities go, where the pedestrian walking zone is, and then the frontage zone that is closest to the building is where your sidewalk cafes go. So the top priority is the pedestrian walking zone to provide a minimum of 5 feet there, which is your ADA-mandated requirement. And then it expands, the amenity zone can expand, and the sidewalk zone can expand, depending upon available right-of-way.

We also tried to address in this some caveats for those places, like in Brooklyn where we only have 32-foot right-of-ways, and we know that there's not room for all of this.

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So again, rather than forcing people to come in for deviations, we wrote in some alternatives that we worked with them on to come up with a design that worked.

Another illustration of the frontage area, the pedestrian clear area, and the amenity area (indicating). And a lot of these -- a number of these illustrations actually appear in the document.

And then the waterfront design, you'll probably recall that the -- currently in the code there is a description of both a 50-foot setback from the river for any construction -- and that is actually in your CRA plan as well. And a then in addition to that, these kind of tiered heights that set back from the waterfront.

I used the example of the Ventures
Southeast development that got approved and
then ended up in a lawsuit with adjacent
property owners because adjacent property
owners felt like the deviation that had been
granted to allow greater height did not comply.

So what we've tried to do here is create what I'm calling a "safe harbor." It's not

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that you can't get a deviation and go higher

2 than these, but the safe harbor is that within

3 certain bands of -- off the waterfront, you can

4 build to a certain height and it is clearly

5 acceptable. And we also wrote in, then, you

6 can also transfer volume within those bands.

7 So if your building gets narrower and is more

8 perpendicular to the river, rather than

9 building a wall along the river frontage, you10 can go higher. So you can take the space that

11 you're not using on the sides and add it on12 top.

So it's a cubic foot volume calculation as an alternative to the height, which -- most of those developers that we have worked with and looked at this now are comfortable that, with those two alternatives, they can make their site plans work that they've already worked on.

And we're still tweaking that a little bit. It was suggested yesterday that Zone B, which runs from 50 to 125 -- it's a 75-foot band right now -- be reduced to a 50-foot band.

band right now -- be reduced to a 50-foot barI'm comfortable doing that. It just also

reduces the volume that's available. So we need to look at it and make sure we're not

need to look at it and make sure we're not Diane M. Tropia. Inc., P.O. Box 2375. Jacksonville. FL

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1 creating a problem by doing that.

And so that kind of shows you how those step-backs in height work off the waterfront right now. The whole idea here is you have

5 your first 25 feet as the Riverwalk, then you

6 have a 25-foot zone that people could have7 private swimming pools in or you could have

8 landscape in or you could have outdoor seating

9 associated with a cafe. You could have those

10 kinds of uses that are not permanent

11 structures.

And then you get into Zone B where it's a 45-foot height limitation, and Zone C where it's 75 feet. And those are similar to what we have now.

We never changed this one, Guy. I forgot.

17 Along McCoy's Creek -- we also acknowledge 18 along McCoy's and Hogan's Creek, similar

setbacks, but it's only a 40-foot, contrary to the slide that says 50. So 25-foot easement,

21 40-foot setback. The idea is there is no

22 height restriction, because the creeks are so

23 narrow, that even if you're the second building

back, the line of sight would not allow you tosee over the building that's closer because the

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creeks just aren't that wide.

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2 Surface parking lots. Real guickly, I'm not going to go through the details of them, 3 but there are a couple of things I'll point out 4 5 to you.

The old code required commercial surface parking lots, defined category -- like, you're renting spaces to third parties -- to come into compliance with the landscaping and the fencing and those kinds of provisions by 2014. We're basically doing the same thing with accessory lots.

So accessory lots have a five-year grandfathered-in provision, but the idea is that if you have an existing accessory lot downtown, you would need to bring it into conformance within five years with the perimeter landscaping and fencing. We're not talking about interior islands and things, but we want the exterior of it to be cleaned up and enhance the appearance of the rest of downtown. So that's really the one piece in there that I think some people will need to know about and be aware of. Everything else is pretty much carried forward.

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No new surface lots in Central Core.

That's in the Comprehensive Plan. That's been

in the code before. Not a page -- we're not 3

doing anything with that, but it is what it is. 4

But we still allow surface lots in the other 5

districts. Mostly they have to be wrapped by a 6

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building, small in the number of spaces, things

8 like that.

9 And that's it. And I am happy to answer 10 any questions that you may have.

That's kind of a real -- obviously, out of 144 pages, those are highlights. But if you have had a chance to look at it or someone has raised questions on specific areas, I'd be happy to answer anything on that.

THE CHAIRMAN: Thank you, Councilwoman.

And while I'm at it, I want to welcome and thank you, Dr. Gaffney, for being here from the administration. He attends a lot of our meetings and, I'm sure, reports back and tells

20 21 them all the great work that we do.

22 So thank you, Dr. Gaffney, for being here.

DR. GAFFNEY: Absolutely.

THE CHAIRMAN: Let's go around for 24

questions. I know Mr. Barakat -- as a matter 25

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of fact, I'd like to start with Mr. Barakat.

He was on the DDRB, and I think you've been

through this for about the last 15 years. So

I'd like to start with Mr. Barakat with some

5 questions or comments.

BOARD MEMBER BARAKAT: Sure. Thank you, Mr. Chairman.

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8 And, first of all, thanks to Councilwoman 9 Boyer for taking on this initiative, which is a lot of work, and it's obviously not the most glamorous or exciting topic, so -- but it is the nuts and bolts of downtown development. 12

And thanks to Mr. Parola for also diving 13 into it with you, as well as Carol, who is not 14 here today. I know you've gotten a lot of 15 16 help.

17 And I'd also say, yes, I made comments. I know others have made comments, and you guys 18 19 have certainly listened, and all through the 20 document, all along. So I can vouch for you 21 guys listening and taking notes, so I appreciate that. 22 23

So I just have some other questions as I listened to this version, some questions I haven't asked before. So in the zoning, which Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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I know we're not voting on today, but are there any properties that are getting downzoned? In

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other words, is anybody losing any rights? 3

I know there's some IBP zoning, and I know 4 that's maybe at the stadium. And CCBD is a pretty liberal zoning, but is anybody losing 6 7 anything?

COUNCIL MEMBER BOYER: It is our belief that no one is losing anything. If they are, it's by mistake because when we went through -so we had Bruce Lewis go through what was permitted in every zone today as well as what was permitted in the bonus uses today. And we had a chart of that. And then we went through and wrote what were the permitted uses in CCBD,

and we tried to pick up everything that was a 16 17 permitted use somewhere already. 18 Now, the only exceptions to that -- and I don't know. I don't think there are any 19 20

exceptions, but there are certainly things that 21 we don't allow as a permitted use, like, for

22 example, a pawnshop, that we didn't allow

23 before. I don't know if there was anyplace

where that might have slipped in, but there 24

25 were some specifically excluded things in the

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old overlay that remained excluded, some of

2 those kind of less desirable uses perhaps, but

basically it was our intent to pick up 3

4 everything.

5 Guy, are you aware of anything that didn't 6 get transferred over? I think we got them all.

7 MR. PAROLA: Through the Chair, I think I

8 would say this, Member Barakat: You mentioned

9 the IBP. There were actually industrial

10 waterfront uses, so -- between the bridges.

Their zoning actually currently doesn't 11

12 necessarily match what the use is and there are

13 actually some nonconforming uses. The way we

14 cleaned that up was through the overlay. So we

15 actually created a working waterfront overlay

16 and added to that category all industrial

17 waterfront uses as a bonus use. So now

18 everything between bridges has become

19 conforming. So we actually cleaned up some

20 issues with nonconformance.

21 BOARD MEMBER BARAKAT: So there's -- so it 22 sounds like with the overlay, it may have 23 already altered some of the zoning, per se,

prior uses that were grandfathered in, and now 24

this just kinds of cleans it up, so to speak.

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1 MR. PAROLA: Yes.

BOARD MEMBER BARAKAT: Okay. And today no

property owner has raised their hand saying, my

4 zoning is going away, I have a problem with 5 this?

6 COUNCIL MEMBER BOYER: No. I have not

7 been contacted by anyone with a concern about 8 that.

9 BOARD MEMBER BARAKAT: Just a couple of 10 guestions on the height limitation. So 50

feet, 125 feet, 200 feet -- and I think I asked 11

12 this question before. I don't recall the

answer. What is the average depth of the 13

14 parcels on the riverfront? Is it a tremendous

variety? Most of the parcels go from the river 15

16 to the block. So what is the average block

17 depth?

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MR. PAROLA: Through the Chair, it's -- we

19 tried to do averages, but it's almost a

20 meaningless statistic because there's such

21 variation. And what causes a lot of the

variation with the property lines; if they're 22

23 in the water, if they're out, if you have a

24 sawtooth parcel.

> I would kind of augment that question with Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

this: The way these lines are drawn in 75-foot

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increments is, A, reflective of what we've

heard, that you have to have a functional depth

for retail (inaudible). And with the new 4

5 allowance of measuring volume as kind of your

benchmark for how you develop we feel really

7 cures that issue of having the property

8 variance.

9 BOARD MEMBER BARAKAT: Is it safe to say 10 that most of the properties are more than

200 feet deep? 11

12 MR. PAROLA: By and large, the ones that

13 are currently developed, yes. The most -- the 14 largest portion that we have on the waterfront

15 right now that would be affected by this is the

16 shipyards, and you can see the shipyards

property just goes -- goes kind of all over the 17

18 map. While that can create a challenge with a

19 hard and fast line, we've overcome that

20 challenge by having the volumetric measurement. 21

BOARD MEMBER BARAKAT: Okay. Did you want to add something?

23 COUNCIL MEMBER BOYER: Well, Guy did some

24 drawings once upon a time, probably about six

25 months ago, showing where those lines were in

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each case. And there were a few cases where

the parcel might have only been 210, 220 feet

3 deep, which wouldn't have been enough to really

utilize the unlimited, unless you made it 4

5 narrower now and stacked it on top. But there

6 were certainly many instances in which it was

7 substantially deeper than that.

8 And, you know, we had looked at the

9 Landing property, we looked at the Morris

10 Publishing property, we looked at the property

11 on the Southbank. There were a number of

12 different alternatives that we followed through

with that. 13

14 BOARD MEMBER BARAKAT: And you said there

15 were two alternatives to getting around the

16 height limitation, and one is narrowing of the

building and modifying the cubicle area, so to 17

speak. And the second is what? Is that the

19 deviation process?

COUNCIL MEMBER BOYER: Right. So 20

21 ultimately you can do a deviation if you want

the first place was to provide what I'm calling

22 to, but the -- the goal of providing this in

the "safe harbor." If you comply with this, 24

you don't have your neighbor suing you, so that Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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you don't waste six months or a year and have 2 to come back with a redesigned building, as 3 we're seeing in the Ventures case.

So you either could build lower, closer to 5 the river, similar to what was required with 6 Ventures where the parking garage was wrapped with townhomes. So you do that tier, and --

7

8 and that's why I'm saying, I would be -- if

everyone felt more comfortable that that tier 9

10 was only a 50-foot band, which moves everything

closer to the river, I'm fine with that, but 11

12 why they are 75-foot bands -- and Mr. Padgett

13 may be able to help us with this -- is we were

14 told, at least as to the part that is the

15 75-foot band, if you are doing five stories

over a podium, 75 foot was a reasonable plate 16

depth, and that if I made it narrower and said 17

18 it was only 50 feet, you probably wouldn't

19 build a 50-foot-deep, 7-story building.

20 I'm seeing him nod his head and say

21 that --

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BOARD MEMBER PADGETT: That's correct.

COUNCIL MEMBER BOYER: -- the architect

24 was telling the truth on that.

BOARD MEMBER PADGETT: Yeah, that's

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correct.

COUNCIL MEMBER BOYER: So the first tier, 2 which is the 45-foot height, you might -- I,

3

mean, conceivably it's a different construction 4

5 technique. So if you wanted to make that only

a 50-foot-deep band or a 60-foot, reduce it 6

7 from the 75, I don't have a problem with that.

8 We were trying to be realistic about what

9 someone could design and use.

10 BOARD MEMBER BARAKAT: Well, the other two

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increments are 75 feet, right? 12 COUNCIL MEMBER BOYER: Zone A, which is

your setback kind of by CRA, and everything 13

14 else is 50. So the first one is 50. You could

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make Zone B 50 also, so it matched Zone A, and

then Zone C would be 75, and then it's 16

17 unlimited. So there would only be one at 75.

18 BOARD MEMBER BARAKAT: I don't have a 19 problem with it. I just wanted to confirm that

20 there was two exceptions -- or those two

21 exceptions.

25

22 A couple more questions, Mr. Chairman, if

23 you don't mind.

24 THE CHAIRMAN: Sure.

BOARD MEMBER BARAKAT: Staying on height

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limitations, in Brooklyn you have unlimited, I

think, south of Park Street. I believe it's

south, and then 90 feet north between Park

and -- and the interstate. What was the reason

5 behind the 90-foot limitation in that part of

Brooklyn? 6

COUNCIL MEMBER BOYER: I was approached by

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a major property owner in the area who had 8

designed an 82-foot-high building that they 9

10 were intending to develop on the McCoy's Creek

side of Park Street, and so they were 11

12 comfortable with the -- you know, if we could

make it 90, they were very comfortable that 13

14 anything they wanted to do would fit within

15 that. And if we were doing --

It didn't seem to me that if you were

doing a lot of things in the 60 to 70 range, 17 18 like you're seeing with the Lofts, and you had

19 a building that was 82, that it would be out of

20 character and disproportionate. If everything

21 was 35 and you had 82, it would stick out, but

if -- kind of what you already see along 22

23 Park Street with the apartments that have been

done are in that 60-, 50-foot range, then going 24

to this didn't seem to be completely out of

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character. 1

> 2 So it's from Chelsea Street to the water, and that was -- we started with it at 75, the

> same as LaVilla, and I was asked to increase 4

5 it, and did.

BOARD MEMBER BARAKAT: So you were trying

7 to maintain some character in that historic

part of Brooklyn, which I assume is part of the

9 reason --

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COUNCIL MEMBER BOYER: Yes.

11 BOARD MEMBER BARAKAT: -- you instituted a

12 height limitation in LaVilla --

COUNCIL MEMBER BOYER: Right.

14 BOARD MEMBER BARAKAT: -- for historical

15 reasons perhaps?

COUNCIL MEMBER BOYER: Correct, and 16

17 consistent with the LaVilla plan.

BOARD MEMBER BARAKAT: And that southern

19 part of Brooklyn and the river side part of

20 Brooklyn, we already have significant

21 high-rises there, no point in instituting a --

22 sort of a false limitation --

COUNCIL MEMBER BOYER: Right.

24 BOARD MEMBER BARAKAT: And then on the --

25 going to the street now. There's a 2-foot

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sidewalk cafe area; is that correct, that's 2 next to the building?

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COUNCIL MEMBER BOYER: So the 2-foot frontage area is really designed -- some places call it a "shy area," but the concept is that there are -- and now that I wrote it and paid attention to it, I notice them all over the place. There are standpipes that stick out,

8 9 there are window ledges that stick out, there 10 are things that stick out that actually prevent a pedestrian from walking directly next to the 11 12 building.

13 And so the initial portion of that zone is 14 designed to recognize that you can't walk 15 absolutely up against the building because 16 there are protrusions. That zone has the ability to expand as much as a property owner 18 wants for the sidewalk cafe space as long as --19 you can't have a sidewalk cafe unless you have 20 a minimum 6-foot pedestrian clear area. So we 21 were trying to make this part consistent with 22 the sidewalk cafe ordinance, which previously 23 there were some conflicts between the two that 24 we were cleaning up.

> BOARD MEMBER BARAKAT: So if I have a Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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2-foot frontage area and if I have at least 6 feet of sidewalk beyond that, my sidewalk,

3 that bay area can go well into that 6 feet, as

4 far as I want?

> COUNCIL MEMBER BOYER: You can keep pushing the 6 feet closer to the curb and make your sidewalk cafe area 10 feet if you want. If we had -- let's see, 20 feet of sidewalk,

9 because you need 6 feet of clear zone.

Before I can expand my sidewalk cafe that 11 far, I've got to have 4 feet of an amenity zone 12 someplace for the streetlights and the street 13 furniture and things so they're not interfering 14 with the pedestrian space. But if you have 15 that 4 feet and you have the 6 feet for the 16 clear zone, for somebody to walk, we don't care 17 how big your sidewalk cafe area is. You can make it as wide as you have room for it. So it 18

19 could easily be 10 feet. 20 BOARD MEMBER BARAKAT: So compared to what 21 is in the code today, are we enhancing our sidewalk cafe area ability or are we just 22 23 making it clearer, easier to enforce, or is

there a way to offer a blanket answer given the

25 different sidewalks we have downtown?

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COUNCIL MEMBER BOYER: There's no 1

limitation or restriction. In no way is it

getting more restricted. It is specifically

said that it's encouraged, and it's encouraged

5 in all of these areas. And I think it's

6 actually easier because we've provided some

7 alternatives to where the street furniture goes

8 that previously weren't there. So it gives you

9 more flexibility and ability to do it, but it's

10 probably more in the vein of clarifying it and

making it easier for somebody to permit and 11

12 allow somebody to do it.

> BOARD MEMBER BARAKAT: I just want to make sure. Outdoor seating is obviously very critical to the placemaking process.

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16 COUNCIL MEMBER BOYER: It is highly 17 emphasized in here.

18 BOARD MEMBER BARAKAT: All right. Last 19 comment and I'll release -- the ability to

20 develop urban open space in lieu of retail in a

21 parking garage -- and I think for -- I think

22 the build-to line, getting around the build-to

23 line, so I think that's a great idea. And

24 Mr. Parola and I talked about this. I don't

25 know whether it's the discretion of DDRB, but

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we do need to be conscious of too many urban open spaces being underutilized in certain

3 parts of our downtown.

So we are concerned about the mandate of 4 too much retail, and -- when the market does

6 not exist yet for that retail. The flipside,

7 if we have too much urban open space, it could

8 be -- it could detract from placemaking

9 downtown, and -- so I think we just need to be

10 conscious of not overdoing too many urban open

11 spaces in one block or in a series of blocks

12 because our downtown just isn't ready yet for

13 lots of public open space yet.

> COUNCIL MEMBER BOYER: And I completely understand what you're saying and agree with

16 you. We may have underestimated or

17 miscalculated market demand, but the thought is

that, if I own private property I'm going to 18

19 want to use all my private property for my

20 private use to the extent possible. But if

21 what I'm doing is allowing you to have urban

22 open space as a relief to that to accomplish

23 some other goal, you're giving up developable

24 property to do it, so I don't think there's

going to be a huge push to accomplish that. Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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But again, if you're going to put a piece 1 2 of public art out there or a great mural or a 3 living wall or something, those can also activate the pedestrian realm without having to 4 put retail spaces that we're having a hard time 5 6 leasing. So that's what we were trying to

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achieve.

BOARD MEMBER BARAKAT: I think it's a great idea. I think we just need to be very thoughtful as to like what is on -- in that public space, depending on where it is downtown. And I think we can leave that to the folks at DDRB to help us with that. I don't know that it needs to be part of the legislation, but I just wanted to make sure that was thought through.

COUNCIL MEMBER BOYER: And something I should point out is the legislation contemplates that we would ask you and DDRB to adopt guidelines to further refine all of these in the next 12 months. So that would be -- you know, part of the opportunity to do that is --BOARD MEMBER BARAKAT: Okay. Thank you, Mr. Chairman.

25 THE CHAIRMAN: Thank you. Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

34 While we're talking about sidewalks, the 2-foot area, does that include -- just because everybody sees them -- the newsstands that are up against the wall or are they in the amenity area?

6 MR. PAROLA: Through the Chair, they would 7 be in the amenity area.

THE CHAIRMAN: Okay. And is the amenity area, that includes the bus stop, the covered bus stops? They're less than 4 feet or within 4 feet to --

COUNCIL MEMBER BOYER: And there is an exception provision for the bus stops also that we worked with JTA on.

THE CHAIRMAN: Right.

COUNCIL MEMBER BOYER: We've also worked with JEA on this because they were concerned about being able to lift transformers and things. So there's some provisions in there that tweak this for them.

21 THE CHAIRMAN: Okay. Mr. Grey, I'm going 22 to go to you. I know you've got another 23 meeting, so go ahead, if you have any 24 questions.

> BOARD MEMBER GREY: I just wanted to ask Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

Council Member Boyer -- I know we talked about

section -195 of the legislation being amended

for the elimination of minimum parking

standards. Are we -- you know, we're realizing

an increase in actual demand in parking right

now and we're trying to actually figure out

7 ways to curb demand by increasing rates, and

it's not even working. Are we not at least a

little bit concerned that -- with the removal 9

10 of this legislation, that potential developers

will come in and just develop and not replace 11

or provide parking or adequate parking for 12

their facilities or they'll develop in an area 13

14 where there's a garage but not know the

capacity of the garage? And if we aren't, do 15

we at least have a contingency plan in the back 16

of our mind that it -- when it does happen, you 17

know, we have a way to pivot a move? 18

COUNCIL MEMBER BOYER: So as I mentioned when we started out with the bill and I started going around to groups, it had some minimum parking. And the old minimum parking standard for downtown was one-half. And really the

24 comment that we heard kind of consistently was

25 that we're just in such a state of transition

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in terms of -- whether you're talking about

ride shares, whether you're talking about

autonomous vehicles, whether it was -- whatever 3

it may be that is the thing that actually 4

becomes the next generation, and we are now

talking about requiring people to build one of 6

7 two things, either build a parking structure

8 that is going to last way beyond that

transition period into whatever the next 9

10 generation is, and -- or you're going to be

11 taking up valuable developable land with

12

surface parking, neither of which were desired objectives. 13

So our thought -- and in talking to the folks that were present -- like, I think at the

NAIOP meeting it came up. And their sense was, 16

17 they would never be able to lease an office

18 building without providing, maybe not their own

parking, but having a parking arrangement with 19

somebody else, a shared parking arrangement. 20

21 So I wasn't too worried that somebody was going

22 to try to build something with no parking and

23 think that their tenants would be okay with

24 that, but it was just -- I wasn't going to tell

them how many spaces that needed to be. So 25 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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that's where it stands right now. That's the 2

thinking, if everybody is okay with that.

3 THE CHAIRMAN: Thank you.

4 Mr. Froats.

5 BOARD MEMBER FROATS: So thank you for 6 your time and for preparing this, to the whole 7 team.

8 Just a question on the setbacks for the 9 riverfront, the A, B and C. How many 10 properties are out there right now that would not fall under this criteria? And which ones 11 12 are the big ones?

13 COUNCIL MEMBER BOYER: You mean that would 14 not satisfy or meet it?

15 BOARD MEMBER FROATS: Correct.

16 COUNCIL MEMBER BOYER: So an example that

I will use and have used is the Peninsula and

the Strand. So the Peninsula and the Strand 18

are contrary to the standards that were in 19

20 effect at the time when they were approved and

21 built. They are built to an unlimited height

22 all the way to the riverfront. It severely

23 constricts the Riverwalk in that vicinity. The

Riverwalk has to be off shore. The Riverwalk

doesn't feel comfortable. You can't activate

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it with a sidewalk cafe or a restaurant or a

retail space or anything else because you have

3 this kind of closed-off private use that is

that close to the water. So that's an example 4

of something that was built that would not 5

6 comply.

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You go right next to that, down the river, the old Riverplace Tower, which I believe is now Ameris Bank, would comply. The Aetna building, that is now One Call, would comply.

BOARD MEMBER FROATS: What about the FIS, FNF buildings?

13 COUNCIL MEMBER BOYER: I have not measured 14 them, but my guess is they would comply without 15 a problem, without even a volume calculation, 16 because they have a pretty generous grassed 17 area, as does Haskell, as does the Raymond James building, that -- you go along there, and 18 19 certainly when you start to do the volume

20 calculations, they would -- because they have

21 to have a big lawn area in front of --

22 BOARD MEMBER FROATS: The reason I ask is 23 just because, if we have another Fortune 500

company that wanted to move here, could we

25 accommodate their building with these

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1 requirements?

2 COUNCIL MEMBER BOYER: I think you could

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3 because I think what we have seen in working

with the architects -- so there is a property

owner on the Southbank that has an architect

from Miami that we've been talking to rather

extensively about their designs, and they have 7

8 been doing like minute calculations of volume

9 on different -- you know, a hotel they're

10 thinking about, or this or that, and really

have found it fairly flexible. I know we have 11

12 talked to some folks on behalf of the Morris

13 property who have looked at the design that

14 they've been working with, and the volume

15 calculations worked fine there.

So even though they might have a taller building closer to the river, they have enough other room between spaces that it makes up the difference. And ultimately the goal is to give you some breathing room and not have a solid wall of something tall along the river that blocks off the public's view and access to the waterfront.

We -- recognizing that the riverfront is probably the greatest asset of all of downtown Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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and making sure that it is a publicly available asset and helps lift all of the values of

3 everything adjacent to it, and that was really

4 the underlying goal.

BOARD MEMBER FROATS: Thank you.

6 THE CHAIRMAN: Thank you.

7 Mr. Gibbs.

BOARD MEMBER GIBBS: Thank you.

9 I want to add my thanks to the work on

this great project. It's outside of my 10

wheelhouse, so I'm glad someone is smart enough 11

12 to take on the task.

13 The chairman asked my question with regard 14 to bus shelters, but does anyone know the

height of the Skyway Express? And if that were 15

16 to be moved or be extended, would it fit within

17 this particular plan?

18 COUNCIL MEMBER BOYER: I don't think there 19 is anything in here that would limit the Skyway

20 Express whatsoever. I mean, obviously, where

21 it crosses the river it's very high, but in

22 terms of the extensions that have been

23 discussed about extending into Brooklyn or

24 something, I mean, I think they're all talking

25 at grade in any event. But even if they

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weren't, the normal Skyway Express is certainly
under 35 even. I mean, it's only two or
three stories up.

BOARD MEMBER GIBBS: Is there any
provision in the plan for additional
enforcement, funds for enforcement?
COUNCIL MEMBER BOYER: Not in this page 1

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COUNCIL MEMBER BOYER: Not in this piece of legislation.

I would suggest that -- this is all really impacting what goes through DDRB and how that process works and trying to streamline that process, trying to make it more clear for somebody who might be from out of town trying to design to our standards, to be able to do that, or for a developer to make a decision about whether they want to buy Parcel A, and what's the capacity on Parcel A.

So in that regard, this is on the front end more than it is on the back end. However, there's no question that there are a lot of opportunities to do a better job on code enforcement throughout the City, but in particular downtown, and the vacant lots and parking lots are one example where we have challenges.

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BOARD MEMBER GIBBS: You mentioned the
rooftops. Rooftops are different than what
they were when the plan was originally -- would
a cafe be a problem?

COUNCIL MEMBER BOYER: No. We specifically allow them, contemplate them.

So we talk about the screening on the rooftop differently. Previously, it was all about screening from a street level so that you had to have a parapet wall so that people walking on the sidewalk couldn't see what was on the roof. Now we're talking also about, well, if you're using the roof, that's a

well, if you're using the roof, that's adifferent paradigm.And we had Steve Moore from Vestcor help

16 us with this. We have a separate section as it relates to residential on the rooftop because 17 with the residential they have actually -- have 18 19 individual compressors for each unit on some of these, and so you have this field of 20 21 compressors as opposed to one big mechanical room. So we had to write it to acknowledge 22 23 that that was a possibility too, based on the 24 height.

> So we've tried to address how the rooftop Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

1 looks from adjacent taller buildings and from

active uses, as well as from the ground level.BOARD MEMBER GIBBS: Okay. Thank you.

THE CHAIRMAN: Thank you, Mr. Gibbs.

5 Mr. Moody.

BOARD MEMBER MOODY: Lori, thank you againfor your good work, and everyone that's helpedyou.

I like a lot of what I've heard today. I
think it adds simplicity. I think it gives
some consistency that we have not had. I think
you used the word "streamlining." I think it's
going to speed up our development process,
which I think is sorely needed.

As far as the blanket CCBD, in the event that maybe some property rights are impacted, is it logical and safe to say that our Building and Zoning departments will work very easily with those situations and effect a cure?

with those situations and effect a cure?
COUNCIL MEMBER BOYER: Well, I would
certainly hope so. And I know Mr. Carlucci is
sitting here. He'll be on the council when I'm
not. And if we omitted a use inadvertently, I
would hope that someone would immediately
introduce legislation to pick that up because

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it was not our intent to eliminate any use thatsomebody already had.

3 MR. CARLUCCI: I would do that and I have 4 done that.

THE CHAIRMAN: Thank you.

6 BOARD MEMBER MOODY: Thank you.

7 THE CHAIRMAN: Thank you, Mr. Moody.

8 Mr. Padgett.

BOARD MEMBER PADGETT: I want to thank
Councilwoman Boyer for all of her hard work and
Mr. Parola and everyone else.

I don't know if everyone really realizes the extent of work that's been put into this, and taking the initiative -- just taking the initiative, if you look at the map up there, when it was up, and all the -- there's 50

different colors on that map. For someone at

the City to try and understand and navigatethat, it's a cluster to begin with, and it

20 explains why things get done that probably

21 shouldn't in a lot of areas.22 This whole process wi

This whole process will organize -- helporganize and streamline, as the term is used,this whole process. It will make it easier for

25 people coming in from out of town to understand

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it, it will make it easier for the people at the City to navigate and coordinate with the 2 3 developers and people that want to develop in downtown. 4

5 Personally, I'm very happy with this. It 6 just makes the whole process so much better. 7 And it's just years -- what we have now is just 8 years of bits and pieces of legislation and changes and rules that have kind of tumbled, 9 10 just formed into a mess of things, that it's really hard to figure out for a lot of people. 11 12 So this really does do a lot.

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Now, I know not everything is going to be perfect every time. That's why we have variances and that's why we have boards. So if we have a height restriction or we have a sidewalk or a parking thing we need to talk about, someone can come in here and get a variance for all these things still. So I think that can be addressed kind of on a case-by-case basis, and I think this allows for that to a good degree. But it's a real good boilerplate starting point for people to come into Jacksonville and work from.

I don't have a lot of comments because Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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most of the comments have been pretty well 1 vetted and I've spent a lot of time on the phone with Mr. Parola and I've spent time with 3 Ms. Boyer. I mean, she's traveled to other 4 cities, she's talked to other people from out 5 of town, she's met with people in town. She 6

has really asked lots and lots of questions to

8 try to make sure this is as right as it can be. And again, it's never going to be perfect 9 10 because you -- there's never one program that's going to be perfect for everybody, but it is 11 12 much better than what we have now, very

organized and very -- "very well vetted" I 13 think is a good term. 14

So thank you again for that. I have no other questions.

THE CHAIRMAN: Thank you, Mr. Padgett.

I agree, there has been a tremendous amount of work. And having served on the DDRB many years ago, you -- as everyone does, you

21 really appreciate the value of something like

22 this. And I think this really helps us in

23 understanding the roles of the DDRB and the

roles of the DIA and how we work together and 25 so on. It is a tremendous job to put all this

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together, but you've done a tremendous job.

2 My only concern is that -- five years of compliance for certain slots. We've been saying that for so long, and we start now from five years, and we've always -- well, you could go with a year as far as I'm concerned, but we're not changing anything.

8 With that, any other comments from the 9 board?

10 BOARD MEMBERS: (No response.) THE CHAIRMAN: Guy, any comments? 11

MR. PAROLA: No. 12

THE CHAIRMAN: Councilwoman Boyer, any 13 14 more comments?

COUNCIL MEMBER BOYER: The only thing I would like to share is that this checks off a lot of boxes for you all in the years' tables and in your CRA goals, so you might -- if you look at the whereas clauses in the bill actually, you will get to see all those cross-references back to things that you were working on.

And I do need to thank not only Mr. Parola who has put in a heroic effort on this for nine months, but Mr. Klement was very involved in

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this from the very beginning. And we started by identifying what was it that everybody had

to get a deviation from. So we thought that

was something that was coming in time after

time and it probably was something that needed to be changed. 6

7 And also Ms. Grandin, who has done a tremendous amount of work to get the drafting done, as well as Ms. Worsham and Ms. Durden. 9 10 Thank you.

11 THE CHAIRMAN: Okay. Before we go any 12 further, could I have a motion on Resolution 2019-04-02? 13

BOARD MEMBER PADGETT: So moved. 14

THE CHAIRMAN: Second?

BOARD MEMBER MOODY: Second. 16

17 THE CHAIRMAN: Okay. Thank you for that. 18 At this time, do we have any comments from

the public on 2019-04-02? 19

AUDIENCE MEMBERS: (No response.) 20

21 THE CHAIRMAN: Seeing no comments --22 AUDIENCE MEMBER: Is this new business

23 or --

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THE CHAIRMAN: This is not public comment. 24 25 This is on this specific item.

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City of Jacksonville April 17, 2019 Uncertified Condensed Copy Downtown Investment Authority

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1 Seeing no comments, all in favor of

2 Resolution 2019-04-02 say aye.

3 BOARD MEMBERS: Aye.

4 THE CHAIRMAN: Opposed, like sign.

5 BOARD MEMBERS: (No response.)

THE CHAIRMAN: Thank you very much.

6 Now, that brings us to the -- thank you

7 8 very much, and thank you, Mr. Grey, and all

members for being here. 9

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Our Chief Executive Officer is not here today. He's out of town. And I have nothing more to report other than thanking everyone again.

Is anyone prepared to do a DDRB update or report? Mr. Klement is not here. You can tell us when the next meeting is.

MR. PAROLA: To the Chair, there were three items at the last DDRB meeting. One of those items was a resolution similar to the one

20 you just passed. Another item was, the

21 Planning Commission recommended to the City

Council that the CCBD zoning -- rezoning 22

23 happened. And there was one small retail

building that came in for a conceptual on the 24

corner of Broad Street and Union Street.

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1 (Board Member Grey exits the proceedings.)

MR. PAROLA: The next meeting, I believe, 2

3 is May 12th, but it's -- if I have the date

wrong, it's the second Thursday of the month. 4

THE CHAIRMAN: The 8th -- 9th.

6 MR. PAROLA: I believe it is.

THE CHAIRMAN: Very good. Thank you,

8 Mr. Parola.

9 With that, do we have any old business?

BOARD MEMBERS: (No response.)

11 STAFF MEMBERS: (No response.)

12 THE CHAIRMAN: Seeing none, do we have any

13 new business?

14 BOARD MEMBERS: (No response.)

STAFF MEMBERS: (No response.)

THE CHAIRMAN: Seeing none, we're going to 16

take some public comments, and we start with 17

Matt Carlucci. 18

19 Mr. Carlucci and any speakers, please come up to the table and take a seat. We have a mic 20

21 up here, and that will help a tremendous

22 amount.

(Mr. Carlucci approaches.)

THE CHAIRMAN: And you want to speak on 24

25 the Jacksonville Landing.

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MR. CARLUCCI: Yes, sir.

2 Three minutes?

3 THE CHAIRMAN: Yes, three minutes.

MR. CARLUCCI: Three minutes, I don't know 4 5 if I'll make it, but if you can squeeze me a

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6 little extra time, I'd appreciate it.

7 I need to start off with -- I do want to 8 say what an amazing job of simplifying and cleaning up that downtown plan. It's 9 10 remarkable. I've known Lori a long time and it

doesn't surprise me. So nice job. 11

And thank you all for allowing me to be here with you today. I've got a little frog in my voice. Hopefully, I can be understandable.

My name is Matt Carlucci, and I live at 1532 Alexandria Place South, Jacksonville, 32207, in the San Marco neighborhood. I'm a council member-elect, but I'm also here as a citizen who is concerned about downtown. And I thank you for allowing me to speak with you and share some thoughts.

I needed to -- I need to make something clear, though, and that is to say I've not had a chance to share the thoughts that I want to share with you with our mayor yet, but will at

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a meeting he and I have this Tuesday. He and I

tried to schedule our meetings earlier, but it seemed like work kept getting in the way, and

we took a little vacation, and so I'm here 4

today because Karen and I are going to take

another vacation in May, so I won't be able to

make the May meeting, so -- so the sequence of 7

meetings didn't line up as I would have liked.

But besides that, I'm just simply here to make 9

some suggestions. That's all. And I will go 10

11 through those with the mayor on Tuesday.

I did call Chairman Bailey prior to

meeting and he was most accommodating. And I 13 14 want to thank you, Chairman, for that. 15 I also want to say it's nice to have

former Mayor John Delaney here, former

17 Councilwoman Ginny Myrick here. And I don't

18 know if I missed any other council members, but

I think that's always a -- it's good to 19

recognize people who have done a lot of great 20

21 things for our city.

22 Like probably some of you, I have been 23 stormed by people asking me about the Landing.

And I know that's not on your agenda today, but 24

25 it's probably going to sneak its way up there

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sometime. I don't mean "sneak it" the wrong

way, but it's just going to get there, and 2

3 so -- and I'm happy to report, actually, that

so many of our citizens just absolutely -- this

is a beloved piece of property. It's -- even 5

6 if it's not a currently viable piece of

7 property, so many people have -- and they want

8 to have a say in its future. It's special.

The Landing, to so many people, is like the 9

10 centerpiece at the Thanksgiving table.

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So for this reason, I believe it would be well to involve the Jacksonville citizens in the decision-making process of what to do with the Landing. And we must -- most importantly, we need our citizens buy-in, engagement and involvement, and I believe on the front end of the process.

I know the DIA has a process, although I'm not totally familiar with it, but I would like to suggest, just for your consideration and planning, what is next for the Landing, to bring people together and get a broad swath of ideas from people across Jacksonville by using a process such as a charette. A charette is a brainstorming workshop that involves people and Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

is to be. And not only for this generation, but for future generations to come.

3 So with that, I say thank you for your time, your service, and your efforts on behalf 4

of the great city of Jacksonville, for all of 5

you. We all know that Councilwoman Boyer has

done an immense amount of work, but you guys

have got to read through it, you've got to understand it, you've got to know, you know, 9

10 how to vote. And I'm not sure how much your

salary is, but it's probably about 25 cents at 11

the most. 12

> But I do thank you for your time, and I will be sharing these thoughts with the mayor.

15 It just turned out that the sequence of our meetings just did not line up, and so --16

17 THE CHAIRMAN: Thank you. And we look forward to hearing about your meeting and 18 19 further about what we can do with the Landing,

20 so --

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21 MR. CARLUCCI: I do have a pass-out. I know some people might read, some people might 22 23 file, but I'll pass them out anyway because I 24 thought it might help clarify the process of 25

which I'm talking about.

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involves the public participation. 1

And I gave a lot of thought coming to this

meeting and making this suggestion. I'm not a 3 council member yet, but this may land on my 4

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watch. And sometimes these approaches, when

you do this, it takes a little courage, but 6 7

they always seem to work out really well. And

8 I can tell you, from my 12 years as being a

council member --9

THE CHAIRMAN: Excuse me, Mr. Carlucci. MR. CARLUCCI: I'm at the three minutes?

THE CHAIRMAN: You're at the three

minutes, but I'm going to allow another minute 13 because I'm going to allow everyone to have 14

four minutes that wants to speak, so --15

MR. CARLUCCI: Okay. I'm going to wrap it up. I've just got a few more sentences left.

Thank you very much. I appreciate it. 18 But here's what I think: This is one of 19

our great chances to reach for excellence at that property, whatever it might become. It is

one of our greatest chances to be better off 22

23 and to be more together as a city if we use

this approach because people will have played a 25 major role in the future of what this property

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1 Thank you very much.

> 2 THE CHAIRMAN: And congratulations to you.

3 And talking about service, I'm glad you're

4 back.

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5 MR. CARLUCCI: Thank you. I'm very grateful.

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7 THE CHAIRMAN: With that, Mr. Malesky, do 8

I have that right?

AUDIENCE MEMBER: Malesky (pronouncing). 9 THE CHAIRMAN: Malesky. Come forward.

10 11 You can have a seat up here. We'd love to hear

12 from you. DIA role and Landing tenants and

relocation. And you're going to get -- you're 13

going to get an extra minute, so --14 15

AUDIENCE MEMBER: My name is Ed Malesky,

396 Mandarin Road, Jacksonville, 32223. 16 17 I am the president of the Art Center

Cooperative. We are a 501(c)(3) that maintains

two galleries at the Landing. This came -- the 19

move from the Landing came pretty quick for 20 21 most of us, and we were glad to hear that DIA

22 was given the responsibility for tenant

23 relocation. We received a packet from

24 Mr. Parola last week.

25 For us, though, it wasn't such good news Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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because what was -- the packet was great and

- 2 gave a lot of good information. And I have to
- 3 commend Mr. Parola on his communication skills,
- getting back and forth to us in such a timely
- fashion, but the fact is that most of the 5
- 6 tenants at the Landing were paying, I'll be
- 7 honest, pretty ridiculously low rates. But as
- 8 a 501(c)(3) that was a requirement for us to be
- there. 9

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One of the things about being at the Landing is it allowed us, even in a state, to

- give us more visitation. Roughly -- in the
- three-and-a-half years we've been there, we've 13
- 14 had over 25,000 visitors through the gallery.
- So for us that's not too bad. We have 20 15 members, art members. 16

When we looked at the packet, the preponderance of the commercially available space that was listed on that packet are at 18 to \$22 a square foot, which is roughly nine times what we're paying now. As a 501(c)(3), that is not something we can absorb.

I'm not so unrealistic to expect that we're going to get that kind of a deal, but

when we're looking at the available space -- we

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- have 5,000 square feet down there now. And 1 that's -- allows us to operate a show gallery,
- 3 studios for rent, and the main members gallery.

As we're looking around town, unless the 4 Realtors look at doing it as a charitable 5

write-off, you're going to have us and many of 6 7 the people that are at the Landing have to move

away. There's just no alternative for that.

8 Now, I have been working with Renee Hunter 9

10 about looking at some City property, and so --

so that is our best case now, but there are 11 12 some issues. You know, we would like Florida

Theatre, but it's office space on the fourth 13

and sixth floor. Hard to get people to come 14 into a gallery from there. The space that

- 15 Hemming Park left at the library, very hard to 16
- do that, to set it up as a gallery. We're 17
- looking now at a space in Ed Ball on Adams 18
- Street. We had looked at another in Ed Ball on 19
- Hogan Street. But all of these are going to 20
- 21 take some forgiveness or -- what can I say,
- working with a councilperson, looking at trying 22
- 23 to get us a rate that we can afford.
- And that's just us. The other tenants at 24
- 25 the Landing are in the same case. So you will

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have the -- out of the 27, two have already

left, another one is leaving at the end of the

month. All leaving either to the beaches or to

Murray Hill or some other place. And so there

will be a -- 27 small businesses that will have

to relocate outside of downtown. And I just

7 wanted to make sure you were all aware of that.

8 The other thing that would help us greatly is for somebody to publish a timeline. We 9 10 don't have any idea of when we're going to be asked to cease operation or when we're going to

THE CHAIRMAN: Okay. Thank you. 13

14 MR. MALESKY: Thank you.

be asked to vacate.

THE CHAIRMAN: Thank you. And I 15 appreciate you coming down here and sharing 16 that. Mr. Parola will figure out next steps. 17

MR. MALESKY: And I want to give him some praise for the fact that he has been such a good communicate for -- with us.

21 THE CHAIRMAN: Well, you get 100,000 people in there and that rent is going to go 22 23 up, so --

Okay. With that, we have Mr. Ronnie Dean. Mr. Dean, new idea for the Jacksonville Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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Landing. 1

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(Audience member approaches the podium.) 2

AUDIENCE MEMBER: Thank you. 3 I'm Ronnie Dean, and I'm also here for the 4

Jacksonville Landing property.

Hello, I'm Ronnie Dean, and I'm here to 6 submit an idea for the downtown property that 7

the -- currently known as the Jacksonville Landing. Since the City has taken control of 9

10 the property, one of the plans is to tear down

11 the current structure and put a park in its

12 place, which would generate no revenue -- tax revenue for our City. 13

For the past 30 years, our local

(inaudible) music has been performing on the 15

Jacksonville Landing stage, and that location 16 17 has become their -- compatible to the Daily's

Place and the Florida Theatre that they have --18

that we have actual acts on. If Jacksonville 19

Landing -- excuse me. The Jacksonville Landing 20 21

has been an iconic part of our city skyline and 22 a place where families can watch local talent

23 perform and don't have to be 21 years or older.

24 The Jacksonville Landing also has been the

25 host of fantastic yearly events, like the Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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61 1 Florida/Georgia free party, 4th of July 1 THE CHAIRMAN: It's clear, the opportunity 2 fireworks, and the lighting of the Christmas 2 and the passion that people have for the 3 tree to kick off our holiday seasons, but, 3 Landing and what it can be for our downtown, 4 unfortunately, that's no more. 4 so --5 I have a plan to where we all can win. We 5 MR. DEAN: Thank you. 6 can still have the park as a city, as planned, 6 THE CHAIRMAN: Thank you. 7 but I suggest we add an amphitheater type of 7 With that, any other speakers from the 8 stage so our local artists could continue to 8 public? 9 9 perform. We would -- we could also add a AUDIENCE MEMBERS: (No response.) 10 couple of buildings on the property for family 10 THE CHAIRMAN: Seeing none, this meeting and restaurants for the people who work and 11 11 is adjourned. 12 live downtown or visit our city and stay at our 12 Thank you all. 13 local hotels and provide the entertainment that 13 (The above proceedings were adjourned at 14 was offered at the Jacksonville Landing. And 14 3:13 p.m.) 15 the City will receive tax revenue from the 15 16 restaurants and the events held at this 16 17 location. 17 18 I've been promoting local music here in 18 19 19 Jacksonville for the past five years. And with 20 my connections and resources, we can partner up 20 21 with some great local resources and turn this 21 22 location into a national music tourist 22 23 location. Record labels and larger music 23 24 festivals will want to come here to our city 24 25 and host their events and showcase their music 25 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 64 62 CERTIFICATE OF REPORTER 1 artists. We would call this location the 2 River City Music Park. 2 3 Jacksonville is the birthplace of several 4 well-known national artists and we have a rich STATE OF FLORIDA) 5 music history. Let's help keep that history 6 COUNTY OF DUVAL) alive and re-amping this location to continue 4 5 7 to host our local entertainment and enhance 6 8 this part of our downtown skyline. I, Diane M. Tropia, Florida Professional 7 9 Thank you. Reporter, certify that I was authorized to and did 8 10 THE CHAIRMAN: Thank you, Mr. Dean. stenographically report the foregoing proceedings and 11 And I thank everyone for speaking on the 10 that the transcript is a true and complete record of my 12 Landing. It is a huge opportunity. 11 stenographic notes. 13 MR. DEAN: I'd like to pass out -- also, I 12 13 14 have a mockup of an idea for the plans. 14 15 THE CHAIRMAN: Okay. Make sure --15 DATED this 1st day of May 2019. 16 Mr. Carlucci, make sure your name is on this 16 17 document that was submitted. And then we have 17 18 vour name --18 Diane M. Tropia 19 MR. DEAN: And if you would like to have a Florida Professional Reporter 20 copy of my speech to go along with it --19 21 THE CHAIRMAN: I would. 20 21 22 MR. DEAN: -- you can pass that too. 22 23 THE CHAIRMAN: Okay. Thank you very much. 23 24 I appreciate it. 24 25 MR. DEAN: Thank you for your time. 25 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300

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