



City Hall at St. James
117 W. Duval Street
Jacksonville, Florida 32202
Lynwood Roberts Room, 1st Floor

Thursday, October 10, 2019 – 1:15 p.m.

**DOWNTOWN DEVELOPMENT REVIEW BOARD
NOMINATING COMMITTEE**

Members: Chairman Harden

Joseph Loretta

Bill Schilling

Staff: Guy Parola, Operations Manager

Lori Radcliffe-Meyers, Redevelopment Coordinator

Karen Underwood-Eiland, Executive Secretary

OGC: John Sawyer

I. CALL TO ORDER – Chairman Harden and Board Members Loretta and Schilling

II. INFORMATION/DISCUSSION ITEMS – Board Members Loretta and Schilling

- DDRB Nomination for Vice Chair and Secretary

ADJOURNMENT

- Next Regularly Scheduled Meeting: TBD



**Downtown Development Review Board (DDRB)
City Hall at St. James Building
1st Floor, Lynwood Roberts Room
Jacksonville, FL. 32202**

Thursday, October 10, 2019

MEETING MINUTES

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

Board Members Not Present: F. Jones

DIA Staff Present: Guy Parola, Operations Manager, Lori Radcliffe-Meyers, Redevelopment Coordinator, and Karen Underwood-Eiland, Executive Assistant

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

Meeting Convened: 2:03 p.m.

Chairman Harden called the meeting to order at 2:03 p.m., and the members identified themselves for the record.

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

II. ACTION ITEMS

A. APPROVAL OF THE SEPTEMBER 19, DDRB MEETING MINUTES.

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER SCHILLING APPROVING THE DDRB SEPTEMBER 19, 2019 DDRB MINUTES.

THE MOTION PASSED UNANIMOUSLY 7-0-0.

B. DDRB 2019-013: CONCEPTUAL APPROVAL – GARAGE FLORIDA BLUE

Mrs. Lori Radcliffe-Meyers reported that DDRB Application 2019-013 seeks Conceptual Approval for a four story, 284,284 square foot total parking garage which will accommodate 869 parking spaces. The site is currently vacant with a large retention pond on site. The site is 2.32

acres and is bordered to the north and south by Forest Street and Edison Avenue, respectively; and bordered to the east and west by Magnolia Street and Park Street, respectively.

Public Comment:

None

John Trevathan, Vice President, Corporate Services & Chief Procurement Officer at Florida Blue provided a presentation to the Board. Michael Coffey, RS&H/Applicant and Philip Robbie Author at RS&H were also available.

Chairman Harden reported that this was not the first time this project was brought before the Board. He felt it was important to understand the relocated parking

Guy reported as continued development in the Riverwalk, we wanted to pull as much parking off of the river as possible. This is our way of helping the private industry accomplish what was needed. There is a suffering of existing retail, because there is no parking on the weekends, nights and holidays.

Board Member Allen commented about the retail component. He would like the final picture when coming back for the Final. He suggested ways to engage food trucks to create an inviting environment for the public.

Board Member Davisson stated that his subjective view is he didn't think the composition of what's presented is there yet.

Board Member Lee inquired about the infrastructure design in their documents that will allow for any transition in the retail. He concurs with Board Member Davisson.

Board Member Durden addressed concerns about lack of retail, lack of a street-frontage along Park Street. She referenced Park and Forest having an entrance on the interstate into Brooklyn as a very important intersection. There was a lot of hard work put in last year with some additional provisions for the sidewalk and amending areas. This board reviews a lot of projects and has to be consistent. She hopes that the applicant will take the board thoughts seriously and come back with a different proposal.

Board Member Schilling asked who the intended users were and would the garage be free during nights and weekends. John Trevathan responded about allowing access during nights, weekends and holidays for the entire year at the facility, they will have the capability to charge and file legislation with the City of Jacksonville Redevelopment Agreement. It is not their intent to charge.

Chairman Harden mentioned a few comments that were received via emails regarding daytime use. If there was more retail, parking during the day it might help people attend the retail. There are other retail users that can use daytime space. Would it be feasible on paid basis to come in and access the garage as a member of the public? John Trevathan replied that they are

conducting a lot of modeling around the capacity of the tower in the effort to development more important property along the riverfront as well as several lease properties that are under consideration for development.

Lori Radcliffe-Meyers stated that the applicant was not requesting any deviations.

Board Member Schilling noted that taking a city-owned parcel that is underutilized is a positive.

Board Member Schilling provided constructive criticism feedback below:

Forest Street should be the gateway to Brooklyn and Riverside.

He would like to see the Park Avenue and Forest Street frontages of the garage wrapped with something to activate this area. He also commented if he were to place retail into the garage, Park Street is probably not the sign he would put up and he think it's a potential in this opportunity in not having retail on portions of the Forest frontage.

It would be helpful to have a site-plan overlaid on an aerial when coming back for final approval.

Board Member Loretta appreciates Florida Blue and all that they are doing and wanted staff's opinion of the commercial requirement. Guy Parola responded that each frontage has requirement of fifty percent. Board Member Loretta asked about the percentages to the ramp. The applicant responded 384 feet long. Board Member Loretta recommended a forty foot depth commercial on the ground floor, first and second floor on Park Street and be considered on Magnolia Street up against the park. He felt at the four story height, up on Park may not be bad to punch back at 14 feet 6 to 20 feet or 23 feet.

Start here

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER JONES FOR FINAL APPROVAL OF DDRB APPLICATION 2019-005, SUBJECT TO THE FOLLOWING CONDITIONS:

1. THE DEVELOPER SHOULD CONSULT WITH THE CITY'S TRAFFIC ENGINEER TO:

(A) CLOSE THE DRIVEWAY APRON LOCATED AT THE NORTHWEST CORNER OF THE DEVELOPER'S PARCEL' AND

(B) RELOCATE THE "NO PARKING ANYTIME: SIGN ALONG THIS PORTION OF ASHLEY STREET TO CREATE MORE OPPORTUNITY FOR OFF-STREET PARKING.

1. DEVIATION TO SEC.656.361.16. - OFF-STREET PARKING OVERLAY TO REDUCE PARKING REQUIREMENT FROM EIGHTEEN TO ZERO; A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD

MEMBER DURDEN.

THE MOTION PASSED 4-0-1 (SCHILLING ABSTAINED).

**2. DEVIATION TO SEC.656.361.20. - STREETSCAPE DESIGN STANDARDS TO PROVIDE AN ALTERNATIVE STREETSCAPE DESIGN.
A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER LORETTA**

THE MOTION PASSED 4-0-1 (SCHILLING ABSTAINED)

**3. DEVIATION TO SEC. 656.361.13 – ENTRANCES
A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER DURDEN.**

THE MOTION PASSED 4-0-1 (SCHILLING ABSTAINED)

THE MOTION PASSED 4-0-1.

C. DDRB 2019-010: SPECIAL SIGN EXCEPTION AMERIS BANK

Mr. Parola provided a summary. The applicant is seeking to replace two (2) existing building identification signs and add two (2) new logo signs on the River place Tower building located at 1301 River Place Boulevard on the South Bank.

Mr. Mark D’Alessandro provided a presentation. Mr. Koppenhafer introduced Andy Cheney, Ameris Bank Executive Team and Former Mayor John Delaney whom is on the Ameris Bank Board.

Chairman Schilling opened the floor for public comment.

Chairman Schilling asked Board Member Loretta if he could be the lighting intensity expert. Board Member Loretta agreed.

Board Member Durden moved to add a condition to the recommendations from the staff to provide for review of lumens by Board Member Loretta to determine similarity with current lumens of the Ameris Sign. Board Member Loretta requested an example of the current lumens in comparison to what they are proposing.

A MOTION WAS MADE BY BOARD MEMBER DURDEN AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING AN ADDITIONAL CONDITION ALLOWING FURTHER REVIEW OF THE LUMENS OF THE SIGN.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

A MOTION WAS MADE BY BOARD MEMBER DURDEN AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING FINAL APPROVAL OF DDRB APPLICATION 2019-010 FOR A SPECIAL SIGN EXCEPTION TO THE DOWNTOWN OVERLAY DISTRICT TO ALLOW AN INCREASE OF SIGN AREA FOR BUILDING IDENTIFICATION SIGNS AT 1301 RIVERPLACE BOULEVARD AS FOLLOWS:

1) INCREASE WALL SIGNAGE FROM A MAXIMUM OF 400 SQUARE FEET TO 1,356 SQUARE FEET ALONG THE NORTH AND SOUTH ELEVATIONS; AND

2) ALLOW FOR ADDITIONAL WALL SIGNAGE AS FOLLOWS:

A) EAST ELEVATION: 196 SQUARE FEET

B) WEST ELEVATION: 196 SQUARE FEET

THE MOTION PASSED UNANIMOUSLY 5-0-0.

D. DDRB 2019-011 SPECIAL SIGN EXCEPTION – SOBA

Mr. Parola provided a summary for the project that was once as the Home Street Property. The applicant is seeking to install a projecting sign (i.e. “blade sign”).

Ryan Richardson, Harbinger Sign provided a presentation.

Board Member Loretta noted that he worked on this project from a site plan in landscape architect and hardscape design over a year and half ago.

Chairman Schilling opened the floor for public comments.

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER HARDEN RECOMMENDING FINAL APPROVAL OF DDRB 2019-011 FOR A SPECIAL SIGN EXCEPTION TO THE DOWNTOWN OVERLAY DISTRICT TO ALLOW AN INCREASE OF A SIGN AREA FOR PROJECTING (I.E. “BLADE SIGN”) FROM 24 SQUARE FEET TO A MAXIMIM OF 57 SQUARE FEET.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

E. DDRB 2019-012: CONCEPTUAL REVIEW – JEA HEADQUARTERS

Chairman Schilling reported that he is providing engineering services for the project and abstained from voting on the item.

Mr. Parola provided the staff report. DDRB Application 2019-012 seeks Conceptual approval for 220,000 square feet office building and 850 space parking deck with 8,500 squares of ground floor retail.

Cyndy Trimmer provided a presentation to the Board. Nancy Kilgo, JEA; Mike Harryman, Ryan Companies; J. J. Conners, developer's local consultant; Joe Mecca, and Blair Knighting from Kimley-Horn, with the design team were available to answer any questions.

Chairman Schilling opened the floor for public comments.

Nancy Powell inquired about the location of the parking garage street frontage activation. Ms. Trimmer responded that the screening for the garage were still being worked on

Mr. Parola reported that all of the requirements for the parking garages were recently adopted in the ordinance code.

Chairman Schilling, Board Member Durden, Board Member Harden, and Board Member Loretta provided ex-parte communication with Ms. Trimmer, and Mr. Conners.

Board Member Loretta requested to see more detail on the site plan for the streetscape plan at 20, 40 scales, not 100 scales, to fully understand what was going on.

Board Member Harden commented about the screen and agreed with Ms. Powell's comment about the garages. He also requested a larger representation prior to coming back for final approval.

Mr. Parola stated that the staff report condition recommendation A through G, were geared to Board Member Loretta's point of detail.

Board Member Durden reiterated that the screening, mural facade for the garage were extremely important.

Chairman Schilling suggested scheduling a workshop to give the other Members an opportunity for their feedback.

Board Member Jones recommended not having the gate but to use a wall with some sort of landscape treatment.

A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER JONES AMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2019-012 WITH THE FOLLOWING RECOMMENDATIONS:

- (A) Prior to submittal for final review, the developer shall meet with staff to:**
 - i) identify any deviations sought;**
 - ii) meet with staff to develop, if feasible, a public parking option for those 40 spaces identified as JEA customer parking during non-business hours**

- (B) **At final review, the developer shall provide enough detail so as to illustrate that urban open space meets the definition of such in the Ordinance Code, and meets the various requirements and design / amenity features for urban open space.**
- (C) **Bollards shall be located within the Amenity area of the Pedestrian Zone;**
- (D) **Cobra head streetlights shall be replaced with the historic “double acorn” streetlights, which is the standard for Downtown;**
- (E) **Streetlights, benches and street furnishings shall be placed in the Amenity Area;**
- (F) **Street furnishings (e.g. benches, trash receptacles) shall be in accordance with the Downtown Streetscape Design Guidelines; and**
- (G) **Pedestrian Zone paving shall follow the “Business / Inter-District” design contained in the Downtown Streetscape Design**
- (H) **Further evaluate and provide detail on the screening of the façade for the garage**
- (I) **The Julia Street activation.**
- (J) **Pocket Park detail**

THE MOTION PASSED 4-0-1 (Schilling)

III. OLD BUSINESS
NONE

IV. NEW BUSINESS

Chairman Schilling introduced and welcomed Jim Klement’s replacement Lori Radcliffe-Meyers to the members.

Chairman Schilling opened the floor for nominating another Chairman of the DDRB meetings for the coming year.

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD DURDEN APPOINTING BOARD MEMBER HARDEN AS CHAIRMAN OF THE DDRB.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

Chairman Harden asked Board Member Schilling and Board Member Loretta to serve on the nominating committee for Vice chairman and secretary moving forward.

Board Member Jones inquired about any replacement candidates for his position. Mr. Parola responded that a replacement is being sought to fill those vacant positions.

Chairman Harden asked the members to check their calendars for October 10th to make sure everyone was available for a quorum.

Mr. Parola mentioned having a workshop for JEA but would like to offer the applicant ample time. He will connect with the JEA applicant to figure out a reasonable timeframe and will find a date that works with everyone.

Chairman Harden stated that the intent of this board is to move things through in a timely fashion to avoid slowing down the applicant's process. November would allow more time to think through the decision. Mr. Parola said that the applicant informed him that they were good with an interim workshop in October and a Final in November. He will update the members if he hears anything different.

V. PUBLIC COMMENTS
NONE

VI. ADJOURNMENT

There being no further business, Chairman Harden adjourned the meeting at approximately 3:58 P.M.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Karen Underwood-Eiland, Downtown Investment Authority at (904) 255-5302 or by email at karenu@coj.net.