City of Jacksonville April 8, 2021
Downtown Development Review Board Uncertified Condensed Copy

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CITY OF JACKSONVILLE

DOWNTOWN DEVELOPMENT REVIEW BOARD

MEETING

Proceedings held on Thursday, April 8, 2021, commencing at 2:00 p.m., Jacksonville Public Library, Multipurpose Room, 303 North Laura Street, Jacksonville, Florida, before Wendy E. Rivera, FPR, a Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

TREVOR LEE, Chairman
J. BRENT ALLEN, Board Member
CRAIG DAVISSON, Board Member
MATT BROCKELMAN, Board Member
WILLIAM J. SCHILLING, JR., Board Member
BRENNA DURDEN, Board Member
CHRISTIAN HARDEN, Board Member, via Zoom

ALSO PRESENT:

GUY PAROLA, Redevelopment Manager LORI RADCLIFFE-MEYERS, Redevelopment Coordinator SUSAN GRANDIN, Office of General Counsel XZAVIER CHISHOLM, Administrative Assistant

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The motion carries.

We'll move right into DDRB 2021-005, Haskell Special Sign Exception.

Before we do that, I just want to note, again, for those that don't have the agenda in front of them, that item DDRB 2021-006 has been deferred and is no longer on our agenda.

Ms. Radcliffe-Meyers, could we have a staff report, please?

MS. RADCLIFFE-MEYERS: Yes. Thank you, Chairman Lee. Sorry.

All right. My name is Lori Radcliffe-Meyers with the Downtown Investment Authority, and I will be presenting the staff report for the Haskell Special Sign Exception.

DDRB application 2021-005 seeks a special sign exception to allow for a monument sign at 111 Riverside Avenue. The sign is bounded to the north by Riverside avenue, to the east by the old Times Union building, to the south by the St. Johns River, and to the west by the Winston Family YMCA.

The proposal is to install a new monument sign to replace the existing Haskell monument sign. The new sign will be installed on the

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PROCEEDINGS

April 8, 2021

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2:00 p.m.

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THE CHAIRMAN: I'm going to call to order the DDRB meeting for Thursday, April 8th, 2021.

We've got one board member that is online, Christian Harden, who will be eligible to vote based on the way we changed our bylaws. So I just want to note that he's online.

And we'll move right into action items.

Approval of the March 23rd DDRB regular meeting, is there any discussion?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Okay. Hearing none, I'll

THE CHAIRMAN: Okay. Hearing none, I'll take a motion.

BOARD MEMBER ALLEN: So moved.
BOARD MEMBER BROCKELMAN: Second.
THE CHAIRMAN: I have a motion from

Mr. Allen, second from Mr. Brockelman.

All those in favor of approving the minute meetings, please say aye.

BOARD MEMBERS: Aye.

THE CHAIRMAN: Any opposed?
BOARD MEMBERS: (No response.)

THE CHAIRMAN: Thank you.

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western edge of the property and is 6 feet in height by 22 feet in length with an overall square footage of 132.

The sign is linear in design, echoing the linear design of the building and the original sign. The coloring of the sign is consistent with the Haskell branding, along with the lettering and icon.

Per the ordinance, one street frontage sign per lot not to exceed one square foot for each linear foot of street frontage per street to a maximum size of 300 square feet in area for every 300 linear feet of street frontage is allowed in the CCBD. The proposed Haskell sign is in conformance with this regulation.

Monument signs recently approved in the area include the GuideWell sign on Riverside Avenue. The GuideWell sign is 8 feet, 1 inch in height by 12 feet, 2 inches in length for a total of 98 square feet. The GuideWell sign is both externally and internally illuminated.

The Haskell sign will be internally illuminated and will meet Section 326.104 of the Ordinance Code, which states, a sign that exceeds the following is prohibited: Contains

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lighting which includes illuminations that produce glare to vehicular traffic or electric 2 3 incandescent bulbs with a rating exceeding 40 percent of the lumen output of a 100-watt 4 clear bulb with the lighting located less than 5 6 20 feet above the ground surface.

At time of permitting, the sign will be reviewed by the Building Inspection Division to ensure that the proposed sign does not exceed the aforementioned criterion.

Based on the foregoing, the Downtown Development Review Board staff recommends approval of DDRB application 2021-005 for a special sign exception to the Downtown Overlay District to allow for one 6-foot-by-22-foot monument sign totaling 132 square feet.

This conclude the staff report. Staff is available for questions.

Thank you.

20 THE CHAIRMAN: Thank you,

21 Ms. Radcliffe-Meyers.

Could we have the applicant's

23 presentation?

(Mr. Knight approaches the podium.)

THE CHAIRMAN: As a reminder, when you Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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speak into the microphone, please hold the button down and state your name and address.

MR KNIGHT: Chuck Knight, Heritage Signs, P.O. Box 236, Green Cove Springs, Florida.

I have with me Jonathan Knight, he's our operations manager, also at P.O. Box 236, Green Cove Springs, Florida; and John Cox, who's the

8 senior project manager with the Haskell

company, 111 Riverside Avenue, Jacksonville, 9 10 Florida.

So I apologize. I've not done one of these before, so you'll have to kind of bear with me and the format that we go through.

So obviously, the criteria that we looked at -- well, with this criteria that you guys have laid forth for the signage that we -we've answered those questions as best as we possibly can.

It is a monument sign. Obviously, it's linear in structure. We're replacing the existing sign that's out there that's actually closer to the road. It's in the island between the two -- entrance and the exit. So that sign has been there since probably 1970, thereabouts.

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The sign is exactly the same size as far 1 as configurational height and the width of it. What we proposed to do, obviously, is to move

it further along the property into a grassy 5 area.

6 You want to speak to that?

7 AUDIENCE MEMBER: (Nonverbal response.)

8 MR. KNIGHT: No.

9 Again, we're -- the colors of the sign --

10 we have some samples here that we can show to

you -- reflect the color of the building. 11

Obviously, they reflect the color of the -- of 12

Haskell's logo as far as the black and the 13 14

blues go.

And again, the sign itself, as far as 15 composition, the way it's laid out, it kind of 16

meets -- it's consistent with the other signs 17 that are basically in the same area: The 18

19 GuideWell sign down the road; the 501 Riverside

20 sign, which is another large sign, it's a

21 couple of blocks down the road; some of the

signs across the street, obviously. 22

The -- as far as the illumination goes, a

little bit different, this is internally 24

25 illuminated. It's similar to the signs across

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the street in the shopping center that Regency

Centers owns, the channel letters on the

buildings, stuff like that, where they actually

have LEDs that are contained within an

5 enclosure and the face light through a piece of plastic. 6

We'll switch over to the next slide.

8 So there's a example on this particular one, the surrounding ground signage, just some 9

10 of the existing signs that are in the general

11 vicinity as you were -- if you were to do a --

12 walking kind of a path just up and down

Riverside Avenue within, you know, a quarter 13

14 mile or so.

15 Some more similar -- obviously, showing

where the existing sign is going to be or where 16

the proposed sign is going to be. It's going 17

18 to be in a grassy area just a little bit

higher. And there's some flagpoles. So it'll 19

meet the current criteria for the City, which 20

21 is 10 feet back from the property ground and on

22 the front facade.

23 There'll also be a 25 by 25 sight triangle 24 if you were going to view down the roadway and

25 Riverside Avenue, so we would stay out of that Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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area. So it's going to be further back than

the current sign is, so there's going to be 2

3 increased visibility, obviously, for people

that are entering and exiting the facility. 4

Another example of the sign, obviously. 5

As Lori said, it's 6 by 22, so the overall

actual square footage of the sign area is

7 8 approximately 58 square feet, though, just the

actual visual area if we encompassed around 9

10 the -- the diamond for the H Haskell text at

the bottom.

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A view of it at night internally

illuminated (indicating). Part of what we have 13 here is the Haskell letters -- go back to the 14

previous slide. The Haskell letters are black 15

during the daytime, and the text underneath 16 17

that is a black. How we're going to accomplish

that is we use a perforated material from 3M to 18

19 cover the face of the acrylic. So during the

20 daytime, it looks like it's black. At

21 nighttime, the light shines through the

perforations so that it appears to be white. 22

So it's -- we call it a dual color film. So it 23

adds a nice effect. 24

> Again, this is another example of showing Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

> > 10

the properties at max and that 25/25 sight triangle that'd be required by the City.

3 Other drawings basically showing some of the construction -- illuminated construction as 4

5 far as the square tube goes, the faces.

This is -- this particular slide shows where we would be having the LED modules.

8 They'll be in a vertical format. They'll be

facing on both sides of the sign. So a lot of 9

10 the light will be inside of the sign. It's

11 actually not going to escape the sign because

12 the faces are around aluminum and only the text

that you see has been relieved for the light to 13

pass through that particular portion. 14

I think that's -- I think that's it for us as far as the presentation goes.

17 THE CHAIRMAN: Thank you. I appreciate that. 18

We'll move into public comments.

Mr. Chisholm, is there anyone raising

21 their hands or any public comments.

MR. CHISHOLM: We do not have any public 22 23 comment at this time.

24 THE CHAIRMAN: Thank you.

25 We'll move on to board comments.

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1 Mr. Davisson.

2 BOARD MEMBER DAVISSON: No comment.

THE CHAIRMAN: Thank you. 3

4 Ms. Durden.

5 BOARD MEMBER DURDEN: Thank you for the 6 explanations. One of my questions was how it's going to go from black in the daytime to white 7

8 at night, so a new 3M system for that.

I'm looking at slide 11 of your

10 presentation. It does look like the sign is a lot larger than the one you currently have, but 11

it obviously meets the regulations. 12

Just as a personal aside, I wish it wasn't guite as large, but it does meet the

requirements, so thank you very much. 15

16 MR. KNIGHT: Yes. And certainly we take 17 into account exactly what size the existing

sign was. The property is a fairly large 18

19 property. The building sits pretty far off of

20 Riverside Avenue, so there's a big green space

21 that runs between the building, obviously, in

Riverside Avenue. 22

23 One reason it was kind of designed to be

on a linear format is so that it was kind of 24

lower but not take away from the tree line and

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things like that, kept it closer to the ground.

Insomuch as we did that, we tried to obviously

make it look like the building kind of in the

design, so it's a longer linear format, not 4

5 quite as high.

> The text for the Haskell group is basically lit up in their logo style and

proportion. So we wanted to try and maximize

that, but at 58 square feet, it's not quite as 9

10 big as you think it is. One of these tables

11 here is probably two and half by eight, so

12 we're probably looking at about -- probably

about twice the length of both of these tables 13

together is what the length of the text would 14

be out as far as the text goes. 15

THE CHAIRMAN: Thank you. 16

17 Mr. Schilling.

BOARD MEMBER SCHILLING: Thank you,

19 Mr. Chairman.

And to Ms. Durden's comment, which in 20 21 this -- I'm supportive of this sign. I think

22 it makes sense for this size of property and

23 building, but the one question I had is the existing sign, when you're out there and coming 24

25 in a out of the site, it actually looks smaller

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City of Jacksonville April 8, 2021 Downtown Development Review Board **Uncertified Condensed Copy** 13 15 because the bottom foot and a half is covered 1 1 THE CHAIRMAN: Any opposed? 2 2 BOARD MEMBERS: (No response.) with shrubberies around the bottom. 3 So is there any plan in the future to 3 THE CHAIRMAN: Great. We have none plant any, like, low shrubs or anything around 4 4 opposed. 5 5 the base -- base of the sign? All board members present, along with 6 MR. KNIGHT: I think currently, the 6 Mr. Harden online, voted in favor. 7 applicant, the Haskell Company, would like to 7 You have your approval. Thank you. 8 just leave the grassy area as it is. 8 MR. KNIGHT: Thank you very much for your 9 9 time. Typically, what we do when we do a 10 foundation like this is we put a pad. A 10 THE CHAIRMAN: Just as a reminder, DDRB concrete pad is approximately a foot wide and a 2021-006 has been deferred, so we have no other 11 11 12 foot longer than the base of the sign. That 12 action items. 13 lifts it up out of the ground a little bit for 13 Is there any old business by the board or 14 landscaping, for the people to keep their 14 staff? 15 equipment off of it and for the longevity of 15 BOARD MEMBERS: (No response.) THE CHAIRMAN: Okay. Hearing none, is 16 the sign. At that point, if necessary, I'm 16 17 sure that the applicant would be happy to put 17 there any new business by the board or staff? BOARD MEMBERS: (No response.) 18 some landscaping around the perimeter of it, if 18 19 necessary. 19 THE CHAIRMAN: Hearing none, Mr. Chisholm, 20 BOARD MEMBER SCHILLING: Okay. And that 20 are there any --21 was the only question I had. No further 21 MR. PAROLA: I apologize, Mr. Chairman --THE CHAIRMAN: Mr. Parola. 22 22 comment. Thank you. 23 THE CHAIRMAN: Thank you. 23 MR. PAROLA: Let me just say this: As 24 Mr. Allen. 24 short as this meeting was, you'll be paid back 25 BOARD MEMBER ALLEN: No comment. Thank for that in May. So we'll be asking several 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 14 16 you. times to confirm quorums, and if need be, we 1 2 may actually poll the board to see if we can THE CHAIRMAN: Mr. Brockelman. 3 BOARD MEMBER BROCKELMAN: No comment. 3 extend the meeting by an hour. So you're welcome for today and I 4 Thank you. 4 5 THE CHAIRMAN: And I'd like to give 5 apologize for a month from now. 6 Mr. Harden online a chance to speak. 6 BOARD MEMBER ALLEN: Who do we have in the 7 Mr. Harden. 7 month of May? 8 BOARD MEMBER HARDEN: Thank you, Chairman 8 MS. RADCLIFFE-MEYERS: For May, currently, 9 Lee. 9 we have River City coming back for final. We 10 I do not -- sorry (inaudible). 10 have the Church and Hogan properties, the 11 I do not have any comments. 11 federal building and the Baptist building, 12 THE CHAIRMAN: Okay. Thank you. 12 coming back for final. 600 Park Street is I also don't have any comments. I think going to come back to try to get final 13 14 the sign is well done. So thank you for your 14 approval. We also have The Ambassador that's

13

presentation. 15

16 If there are no other board comments, I'll

17 take a motion.

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BOARD MEMBER ALLEN: So moved.

19 THE CHAIRMAN: I have a motion for

20 approval by Mr. Allen.

21 BOARD MEMBER BROCKELMAN: Second.

THE CHAIRMAN: I have a second from 22

23 Mr. Brockelman.

24 All those in favor, please say aye.

BOARD MEMBERS: Aye. 25

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15 going to come as well for approval on their

site plan. And then --16

17 THE CHAIRMAN: Concealment?

MS. RADCLIFFE-MEYERS: Correct. Okav.

19 Concealment Express will then be coming as

well. And I think there was another one. I 20

21 had six without Concealment Express, so --

22 MR. PAROLA: (Inaudible.)

MS. RADCLIFFE-MEYERS: Yeah, it's going to

24 be long.

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

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             Thank you, Mr. Parola.
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             All right. Do we have any public
 3
        comments, Mr. Chisholm?
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             MR. CHISHOLM: Through the Chair, we have
 5
        no public comment at this time.
 6
             THE CHAIRMAN: Great. Hearing no public
 7
        comments and getting a preview of the agenda
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        for the next meeting, I'll adjourn.
 9
             Thank you.
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             (The foregoing proceedings were adjourned at
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    2:14 p.m.)
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                     CERTIFICATE OF REPORTER
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    COUNTY OF DUVAL )
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 6
       I, Wendy E. Rivera, Florida Professional Reporter,
 7
    certify that I was authorized to and did
 8
    stenographically report the foregoing proceedings and
 9
    that the transcript is a true and complete record of my
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    stenographic notes.
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              DATED this 21st day of April, 2021.
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