

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, December 16, 2021,
commencing at 2:00 p.m., at the Ed Ball Building, 1st
Floor, Training Room, 214 North Hogan Street,
Jacksonville, Florida, before Diane M. Tropa, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

TREVOR LEE, Chairman.
BRENNAN DURDEN, Secretary.
CRAIG DAVISSON, Board Member.
WILLIAM J. SCHILLING, JR., Board Member.
JOSEPH LORETTA, Board Member.

ALSO PRESENT:

AL FERRARO, City Council Member.
MICHAEL BOYLAN, City Council Member, via Zoom.
LORI RADCLIFFE-MEYERS, Redevelopment Coordinator.
SUSAN GRANDIN, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

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1 All those in favor, please say aye.
2 BOARD MEMBERS: Aye.
3 THE CHAIRMAN: Any opposed?
4 BOARD MEMBERS: (No response.)
5 THE CHAIRMAN: Thank you.
6 We'll move straight into Item B, DDRB
7 2021-018, One Riverside Avenue, mixed-use
8 development final approval.
9 Ms. Radcliffe-Meyers, could we have a
10 staff report, please?
11 MS. RADCLIFFE-MEYERS: Yes. Thank you,
12 Chairman Lee.
13 My name is Lori Radcliffe-Meyers with the
14 Downtown Investment Authority, and I will be
15 giving the staff report for One Riverside
16 Avenue, mixed-use development.
17 DDRB application 2021-018 seeks final
18 approval for the construction of a mixed-use
19 development which includes two multifamily
20 residential buildings with a total of 270
21 units, a 3,000-square-foot riverfront
22 restaurant, a residential pool, a stand-alone
23 amenity building, and a 7-deck parking garage
24 with 502 spaces. We're all familiar with the
25 location.
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1 PROCEEDINGS
December 16, 2021 2:00 p.m.

2 - - -
3 THE CHAIRMAN: I'll go ahead and call to
4 order the Thursday, December 16, 2021, meeting
5 of the DDRB.
6 I've been asked by our reporter to please
7 try to speak into the mic so she can hear.
8 I'd also like to recognize Council Member
9 Ferraro.
10 Thank you for joining us. Appreciate it.
11 And I'd like to recognize Council Member
12 Boylan who's joining us by Zoom.
13 Council Member Boylan, thank you for
14 joining us.
15 I'll start with Action Item A, approval of
16 the November 10th, 2021, DDRB regular meeting
17 minutes. Is there any discussion on those
18 meeting minutes?
19 BOARD MEMBERS: (No response.)
20 THE CHAIRMAN: Hearing none, I'll take a
21 motion.
22 BOARD MEMBER SCHILLING: Move to approve.
23 BOARD MEMBER LORETTA: Second.
24 THE CHAIRMAN: I have an approval by
25 Mr. Schilling and a second by Mr. Loretta.

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1 At the meeting on November 10th, 2021, the
2 Downtown Development Review Board voted for
3 conceptual approval of application 2021-018
4 subject to the following recommendations:
5 To increase the width of the pedestrian
6 clear zone along Leila Street to a minimum of
7 10 feet; and that the mixed-use development
8 site plan, DDRB 2021-018, will conform to the
9 master site plan for One Riverside Avenue, DDRB
10 2021-014.
11 The developer has increased the width of
12 the pedestrian clear zone to the required
13 10 feet along Leila Street. Also, staff
14 continues to work with the developer on the
15 traffic calming measures proposed at the
16 entrance of the development across Leila
17 Street. So that is an ongoing process that we
18 are working with them on.
19 Again, the elevation renderings have a
20 great deal of architectural detail, movement
21 and urban character. The color and material
22 changes create visual interest, adding to the
23 dynamic quality of the structures.
24 Again, just a reminder, a
25 3,000-square-foot restaurant is proposed along
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1 the Riverwalk with riverfront views, providing
2 additional activation along the Riverwalk with
3 outdoor seating engaging the pedestrian as they
4 move along the Riverwalk.

5 Based on this information, the Downtown
6 Development Review Board staff recommends final
7 approval of DDRB application 2021-018 with the
8 following condition: that the mixed-use
9 development site plan, DDRB 2021-018, will
10 conform to the master site plan for One
11 Riverside Avenue, DDRB 2021-014.

12 This concludes the staff report and staff
13 is available for questions.

14 Thank you.

15 THE CHAIRMAN: Thank you,
16 Ms. Radcliff-Meyers. Appreciate that.

17 MS. RADCLIFFE-MEYERS: Thank you.

18 THE CHAIRMAN: If we could, I'd like to
19 call the applicant, Kathleen [sic] Mosley, to
20 present the applicant's presentation, please.

21 (Ms. Mosley approaches the podium.)

22 THE CHAIRMAN: And just a reminder, excuse
23 me. For those of you that will be speaking
24 today, please remember to state your name and
25 address for the record.

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1 Thank you.

2 MS. MOSLEY: Thank you.

3 This is Katherine Mosley, 100 Peachtree
4 Street, Atlanta, Georgia.

5 Appreciate your time today. We have
6 certainly been here a lot over the last coming
7 months, so I will try to breeze through some of
8 the pieces that we have covered and focus
9 mainly on the new information.

10 As Ms. Radcliffe-Meyers indicated, we have
11 conformed our site plan to what was approved as
12 part of the master site plan, which includes
13 the 12-foot access path to the new McCoy's
14 Creek and park, along with the 12-foot
15 pedestrian pathway through the site in the
16 pedestrian zones.

17 One item to clarify -- and this is -- it's
18 in the application but was listed differently
19 in your staff report, is the parking deck is
20 actually 8 levels and 625 spaces. So that's
21 indicated on the site plans, but just to make
22 sure there's no confusion I did want to point
23 that out.

24 Before addressing some of the additional
25 information that we've brought today as part of

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1 the final approval, I did want to address a
2 couple of comments that have come up from
3 concept into where we are today and how we have
4 addressed those.

5 The first comment was related to the
6 pedestrian access, essentially right behind the
7 ramps. If you turn around and are looking at
8 the site plan -- Mr. Loretta had brought up
9 some concerns about pedestrian access points
10 across the ramps and into this zone
11 (indicating). And so what we have done is
12 actually installed a low wall at the end of
13 this pedestrian zone here with the intent to
14 really drive the pedestrian traffic across the
15 street at the crossing and then to use the
16 10-foot path to come over to the Riverwalk. We
17 think this is a much safer option and will
18 really try to keep pedestrians out of that ramp
19 area.

20 The second item -- and, Xzavier, if you
21 could go to the parking deck slide -- or
22 separate PDF.

23 MR. CHISHOLM: (Complies.)

24 MS. MOSLEY: One of the follow-up items
25 coming from the concept review is to put a

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1 little bit more thought into the architectural
2 presence of the parking deck, so I wanted to
3 show this as a comparison, some of the things
4 that we've done to enhance the parking deck so
5 that the architectural details tie in a little
6 bit more to the structure of the existing
7 building.

8 So on the top you have the concept image
9 that was previously provided at concept. And
10 then on the bottom, this is what's been
11 included for the final.

12 A few of the main details that we've done
13 here is to really add a prominent corner
14 feature on both this corner -- and then I'll
15 show you the corner at May Street that mimics
16 some of the structure, the column details, kind
17 of the window opening, if you will, that's in
18 the building.

19 We have also added a cap detail to the top
20 of this screening, again, just to provide a
21 little bit more of a horizontal ridge there,
22 and then enhance the stair towers as well, just
23 to continue some of those vertical elements.

24 And then to show from May Street again,
25 just continuing the same enhancements, but

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1 looking at this different corner, again, adding
2 the more prominent corner here with some of the
3 openings, some of the wood details on the
4 ceiling there, the ridge line, and then the
5 enhancement at the stair tower.

6 And then, Xzavier, if you'll swap back to
7 the other PDF.

8 MR. CHISHOLM: (Complies.)

9 MS. MOSLEY: And let me -- sorry, I'm
10 going to scroll through a couple real quick.
11 You've seen these.

12 The last item was something that came up
13 yesterday. I did address this in the response
14 to DDRB but was -- the concern over the
15 vitality, if you will, of the green wall.

16 So we have had multiple discussions with
17 our landscape team and kind of looking at some
18 different systems to ensure that -- while we
19 have this beautiful picture of these green
20 vines, we also want to make sure that they
21 actually can grow. And so we have studied the
22 shade and have called out certain species that
23 we think will be appropriate for this, along
24 with a system along May Street where we have
25 this two-story element where we have an

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1 integrated planter and irrigation system.

2 So, essentially, we're not planting at the
3 ground floor and waiting for it to grow up
4 30 feet to the second floor. There will be
5 alternating planters really to promote growth
6 in kind of 8- to 10-foot increments so that
7 that will grow in and fill in much quicker.
8 The details of that were provided in the email
9 yesterday.

10 Don't look -- or you can look. I'm just
11 going to go real quick, so it might make you
12 sick.

13 All right. So a couple of the new items,
14 obviously, that are required as part of this
15 final application are to cover the landscape,
16 lighting, signage, some hardscape, and then
17 some building materials. So I did want to just
18 kind of go through these. Obviously, you have
19 the materials.

20 As it relates to the landscape, we've
21 really focused on adding shade trees,
22 especially along the Riverwalk and the
23 pedestrian zones. We do still have some palm
24 trees. Those are more in kind of a design
25 area, if you will, or at the pool, but have

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1 focused on the shade trees along those
2 pedestrian walks, and then have incorporated
3 different shrubs, focusing mostly on evergreen
4 species that have a variety of texture and
5 color to provide a lot of vibrancy that will
6 stay year-round, and these are detailed at the
7 end of the package.

8 You can see here some are -- here are some
9 of the examples of not only the trees but also
10 the shrubs and some of the grasses, along with
11 the vines that we are proposing along the green
12 wall.

13 This slide here is to cover the site
14 lighting. Obviously, we have installed pole
15 lights along the pedestrian pathways, both in
16 kind of the interior courtyard, here in the
17 sense of arrival for vehicle and pedestrian
18 access, and then also really focused on
19 lighting this pathway all the way over to the
20 park so that there is proper lighting through
21 pole lights.

22 We also will have a lot of ambient light
23 coming off of the building not only from the
24 residential uses but from intended, kind of
25 canopy lights, and just accessory lights on the

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1 building.

2 This slide right here is to detail the
3 signage. I think this is a very important
4 piece of this development and we've kind of
5 broken it out into a couple of different
6 groups.

7 So the first would be tied to the building
8 sign. If you can see either in your documents,
9 which is Page 41 or on the screen, the red bar
10 sign -- excuse me -- the red bars, these are
11 really like building signs intended for the
12 multifamily development. Those would be
13 located on the amenity building, obviously on
14 the main residential buildings here at the
15 corners, and then one on the parking deck that
16 you've seen in some of the elevations.

17 We also have in yellow the bars that are
18 listed for the restaurant signage, both at the
19 entry plaza and then signage from the Riverwalk
20 as well.

21 The gray bars are to designate some of the
22 parking entrances and the parking deck.

23 The green bars are to really focus on
24 vehicular directionals and instructions,
25 ensuring that the driver understands kind of

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1 the connectivity to the down ramp going through
2 and then going up into the deck for the
3 controlled access and residential, and then
4 kind of a third sign out here, a bit of a
5 catchall. And we'll continue to work with
6 staff as we submit details related to those
7 signs.

8 The next item is related to the pedestrian
9 experience and, most importantly, getting
10 access from Riverside down to the Riverwalk and
11 then getting over to McCoy's Creek. And that
12 is represented by -- the small blue dots are
13 for the Riverwalk and then the green dots are
14 for additional signage over to the creek.

15 So you can see there are Riverwalk signs
16 planned at the entrance to Riverside, again, as
17 you cross into the multifamily here to kind of
18 show you that you're on the right way, coming
19 around this walkway and at the entrance to the
20 stairs, having a prominent sign, directing you
21 down the stairs.

22 And then at your arrival, at the bottom of
23 the stairs, not only having the signage for the
24 Riverwalk but also introducing the signage to
25 the park for McCoy's Creek, which would then

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1 continue east.

2 At the 12-foot walkway to the creek we are
3 proposing an additional sign that would
4 continue and take you to the creek.

5 This slide here focuses a little bit more
6 on some of the details that we're proposing for
7 the hardscape. A lot of these have been
8 depicted in the site plans that you've seen
9 with the altering colors for the pavers, the
10 lighting that we're proposing.

11 And then we are proposing to introduce
12 some more wood textures through the benches and
13 some of the furniture that will be in these
14 common areas, really to kind of soften some of
15 the paver textures. I think this will also be
16 further enhanced by the landscaping and the
17 grasses. I think this is well-depicted in some
18 of the visuals that have been provided.

19 And then to the extent -- I don't know if
20 you all want to look at those, if you want me
21 to pass around -- but I do have a board here
22 detailing a little bit more the building
23 elevation. So I'll stand up, but I'll keep my
24 microphone.

25 So on the board here, these are to give

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1 you a little bit of a feel for the color
2 palette that we're proposing for the
3 residential. Nice colors. We wanted to keep
4 it kind of timeless, not too bright, not too
5 trendy, just kind of classic colors.

6 If they want to pass it around, we can, or
7 bring it closer.

8 THE CHAIRMAN: I think it's fine there.

9 MS. MOSLEY: Okay. This silver mesh here
10 is to represent the parking deck screen that
11 you've seen in the elevations. You're welcome
12 to come and look at this.

13 This right here is the stone that's
14 proposed for the multifamily building. Again,
15 wanted it to have a bit of a -- like a coastal
16 white sand color without feeling too beachy.
17 And I think this does a great job picking up
18 the alternate paver colors, so you get a little
19 bit of the sand, the white, the gray, kind of
20 mixed-tonal color on the elevations.

21 And then this is a sample. So the wood
22 details that you see in a lot of elevations --
23 so this is actually like a prefabricated
24 product, not true wood, but, again, you can see
25 it has a great look. And most of this is

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1 located on -- between the fifth and seventh
2 story, so it's not something that's going to be
3 on the ground floor, but really does a nice job
4 of accomplishing the look that we're going for
5 with the project.

6 Again, if -- I can only lift one at a
7 time, but here's kind of a sample of the
8 pavers. We are proposing to do the two colors,
9 so a lighter and a darker, to get a bit of a
10 texture in that courtyard.

11 And then this is a sample of the green
12 screen. These are used -- you have multiple
13 kind of connection points, really, to prompt
14 the growth of the vines up and throughout the
15 system.

16 This is, like, a green screen product. I
17 have used this before. So happy to pass this
18 around to anyone who would like to look at it.

19 That's all I have for you. Happy to
20 answer questions, as I'm sure you'll have some.

21 THE CHAIRMAN: Thank you, Ms. Mosley.
22 Appreciate that.

23 Mr. Chisholm, do we have any public
24 comments?

25 MR. CHISHOLM: No, Mr. Chair.

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1 THE CHAIRMAN: Thank you.
 2 I'll look for board comments or council
 3 member comments, and we'll start on my right
 4 with Mr. Loretta.
 5 BOARD MEMBER LORETTA: I do want to
 6 make -- for the record, I did have a little
 7 ex-parte communication with some Prosser staff.
 8 I believe it was just primarily in regards to
 9 the sidewalk connection that the client,
 10 Ms. Mosley, had mentioned right off the bat.
 11 So I think it's a great finish to the
 12 overall concerns that we've had -- that I've
 13 had, because really what we're doing is no
 14 longer putting the pedestrians through, let's
 15 say, 60 feet of pavement and so forth in that
 16 area.
 17 Candidly, this is a fantastic project.
 18 It's probably -- overall, between the
 19 architecture, the hard landscape and everything
 20 of that nature, I'm not sure we've seen too
 21 many better in the past seven years I've been
 22 on the board, so I appreciate it and I wish you
 23 fantastic luck.
 24 Thank you.
 25 THE CHAIRMAN: Thank you, Mr. Loretta.
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1 MS. MOSLEY: Sure. Just to clarify, those
 2 corners about the building and have a stair
 3 tower there, so they are not prominent. You
 4 don't have two sides of a corner there.
 5 BOARD MEMBER DURDEN: Right.
 6 MS. MOSLEY: What we've done is -- it's a
 7 little hard to tell, but, like, if you turn
 8 around, this right here (indicating), that was
 9 not there previously, so that is the corner cap
 10 of the deck that encapsulates the stair tower,
 11 and that will also be a point of contact. So
 12 if you were coming to the restaurant, you'll
 13 park in the deck, you'll come out that stair
 14 tower and walk over here to the river.
 15 BOARD MEMBER DURDEN: So that improvement
 16 will definitely be on the -- the caps will be
 17 on the four corners?
 18 MS. MOSLEY: That's slightly different.
 19 So you have kind of the more open caps on
 20 the two north-facing corners that have exposure
 21 on both sides, and then this treatment on the
 22 south corners that are adjacent to the
 23 building.
 24 BOARD MEMBER DURDEN: And will you be
 25 doing that -- bringing it all the way down, the
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1 Ms. Durden.
 2 BOARD MEMBER DURDEN: Thank you,
 3 Mr. Chairman.
 4 Well, first off, thank you for bringing
 5 all the information and for the changes that
 6 you've made. I think that it really does help.
 7 I do have a couple of questions. On
 8 the -- I really do like the corner -- on the
 9 parking garage, I like the additions that
 10 you've got done to that and the caps.
 11 There's -- I saw in the -- in the
 12 PowerPoint, that -- it looked to me like you
 13 were doing the two that are facing the --
 14 Riverside Avenue, if you will, closest to
 15 Riverside.
 16 And then I think that the one that is on
 17 the north, if you will -- kind of the north
 18 side, closer to the river, that's -- I think I
 19 saw a cap on it, but I couldn't tell if you
 20 were actually doing the corner on that one.
 21 And I didn't -- couldn't tell -- I'm not sure I
 22 saw any picture of the one that's -- what I'm
 23 going to call closest to the stairwell to the
 24 Riverwalk. Will you be including those caps in
 25 the corner improvements?
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1 detailed --
 2 MS. MOSLEY: Yes.
 3 BOARD MEMBER DURDEN: -- down to the
 4 ground?
 5 MS. MOSLEY: Yes.
 6 BOARD MEMBER DURDEN: Okay. I really
 7 think that's a great addition. I think that
 8 garage is, you know, going to be very prominent
 9 when people are coming around on the Acosta
 10 side or as they're driving onto the Acosta,
 11 they'll be looking at that, so I think that
 12 really helps a lot.
 13 On the green wall, I really appreciated
 14 your reply yesterday with the detail. And I
 15 would expect that that detail is going to get
 16 built into the approval. And I felt much more
 17 comfortable about it because I think that
 18 Ms. Powell did raise some good questions and --
 19 and we haven't been as successful, you know, at
 20 it, obviously.
 21 On the signage, you didn't mention, and I
 22 couldn't quite tell from the materials,
 23 which -- which signs will have interior
 24 lighting or which ones will have lighting, you
 25 know, shown onto them? And maybe I missed it
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1 in the report.

2 MS. MOSLEY: As I understand it, signage

3 will have to come back through for a different

4 approval.

5 BOARD MEMBER DURDEN: Okay.

6 MS. MOSLEY: So this one was just merely

7 to note the location of --

8 BOARD MEMBER DURDEN: Okay. That's

9 perfect. I just wanted -- I should have asked

10 that question first, but I didn't think to ask

11 that.

12 And then on -- you mentioned the new wall

13 near the ramp. Is there any chance you have an

14 elevation or can you tell us a little bit more

15 about that wall?

16 MS. MOSLEY: Xzavier, can you zoom in at

17 all, like, in this area (indicating)?

18 MR. CHISHOLM: Yes.

19 (Complies.)

20 MS. MOSLEY: So this is the wall,

21 basically, that we're talking about here

22 (indicating), the green piece. This concrete

23 is for the ramps. So we've extended this wall.

24 And then, obviously, we have the bollards

25 around. And you can see these two pedestrian

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1 access points that's really trying to get all

2 the pedestrians to use that point. And we

3 think by adding that wall there, that will

4 accomplish it.

5 BOARD MEMBER DURDEN: Is it going to be a

6 green wall? Are you going to --

7 MS. MOSLEY: Uh-huh.

8 BOARD MEMBER DURDEN: And so it looks like

9 it's about 8 feet high. Is that about right?

10 MS. MOSLEY: Probably about --

11 BOARD MEMBER DURDEN: Or does it graduate?

12 Does it start up taller at -- closer to the

13 garage and then kind of decrease and --

14 (Mr. Davis approaches the podium.)

15 MR. DAVIS: Brad Davis from Prosser, 13901

16 Sutton Park Drive South, Suite 200, Jax,

17 Florida 32224.

18 Hey, Brenna.

19 So we need to -- once we get into the

20 final design we'll solidify that wall. The

21 purpose of it is to be a barrier for

22 pedestrians.

23 BOARD MEMBER DURDEN: Right.

24 MR. DAVIS: But it could -- I mean,

25 there's really no code, so we can really

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1 discuss today what you want. Maybe we should

2 have done it before we were in a public forum,

3 but I would assume that it would be 4 to 6 feet

4 in height --

5 BOARD MEMBER DURDEN: Okay.

6 MR. DAVIS: -- have landscape in front of

7 it and probably be concrete in nature.

8 BOARD MEMBER DURDEN: And maybe some kind

9 of way for the plants to grow up onto --

10 MR. DAVIS: Probably similar to the --

11 BOARD MEMBER DURDEN: That, or some other

12 kind of structure.

13 MS. MOSLEY: Yes.

14 BOARD MEMBER DURDEN: Well, I like the

15 wall a lot. I think it's a -- not only

16 aesthetically pleasing, especially if it's

17 green like that. But also from a safety

18 perspective, I think that's a great addition.

19 And the last question I have actually is

20 for staff. When you're approving the traffic

21 calming, is there some criteria that you're

22 going to be looking for? Is there anything --

23 because I'm assuming it's not going to come

24 back to the board.

25 So, you know, when you're looking at it

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1 and working with the applicant, how are you

2 going to decide -- you know, can you describe

3 that process that you guys will be using to

4 determine, you know, whether it's acceptable

5 or -- or not.

6 MS. RADCLIFFE-MEYERS: Board Member

7 Durden, through the Chair, yeah, so we met with

8 the applicant. And we've also been meeting

9 with Traffic here for the City on different

10 ideas that we could use that would satisfy that

11 traffic calming.

12 We were looking at, if it's just possibly

13 painting patterns across, or even I think at

14 this point there's conversation about an actual

15 signalized stop for pedestrians to be able to

16 push and it will stop the right-hand turn going

17 in.

18 So we're still working on that with the

19 applicant and with the City's Traffic

20 Engineering. So it will be -- it's going to be

21 a combined decision on what actually will work

22 and what's allowed through Traffic Engineering

23 and what we all decide is going to be the best

24 feature for that to -- to be. So it's -- if

25 you guys would -- I mean, we can --

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1 BOARD MEMBER DURDEN: As I recall, we
2 spent some time on that issue in the first
3 go-round, the conceptual, and we had some ideas
4 about -- that were presented to everyone. And
5 I think we all said we liked one of the -- you
6 know, there were, like, four or five different
7 things and I think we all said that we liked
8 one. Will that definitely be part of the
9 approval, that you'll go back to what we said
10 in -- during conceptual?

11 MS. RADCLIFFE-MEYERS: Correct, yes.

12 I mean, we will definitely go back to that
13 meeting, look at the transcript, look at what
14 the board said, what they really liked, and
15 utilize that as well, yes. We'll take that
16 into account.

17 BOARD MEMBER DURDEN: Okay. Well, thank
18 you, because I think that is, at least from my
19 perspective, really important.

20 So back to the applicant, I just want
21 to -- I think that you did a good job listening
22 to some of our comments. Really appreciate the
23 extra effort, really appreciate the widening of
24 the -- I have to say it. You know, you guys
25 know that that's really important, and I -- and
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1 I think it will make a big difference.
2 I think when you go in -- you're just
3 going to have a different sense of it with that
4 wider area, and I'm really pleased to see how
5 it's come out, so thank you.

6 MS. MOSLEY: Thank you so much.

7 THE CHAIRMAN: Thank you, Ms. Durden.
8 Mr. Schilling.

9 BOARD MEMBER SCHILLING: Thank you,
10 Mr. Chairman.

11 I will share that it's a great-looking
12 project. And, you know, I'm going to -- I'm
13 very excited to see it happen, and in person
14 when it is constructed.

15 I also want to thank you for all the
16 changes that have been made; the wider
17 sidewalks, the crosswalk, all the changes to
18 the garage. I know several of those were items
19 that we discussed and a couple that I had
20 raised, so -- so I feel very comfortable right
21 now that y'all have addressed the concerns that
22 I had raised before, so thank you for doing
23 that. This looks really good.

24 The only thing I was going to add is
25 that -- I am comfortable -- I know staff and

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1 Ms. Radcliff-Meyers and Mr. Parola do a great
2 job in working through reviewing the plans, so
3 I'm very comfortable with them reviewing the
4 traffic calming measures and I'm very happy
5 with that being, you know, one of the items as
6 part of the approval, so thank you very much.

7 MS. MOSLEY: Thank you.

8 BOARD MEMBER SCHILLING: Thank you,
9 Mr. Chair.

10 THE CHAIRMAN: Thank you, Mr. Schilling.
11 Mr. Davisson.

12 BOARD MEMBER DAVISSON: It's a good
13 project. Thank you. I have no comments.

14 THE CHAIRMAN: Thank you.

15 Would any of the council members prefer to
16 comment?

17 COUNCIL MEMBER FERRARO: Yes.

18 THE CHAIRMAN: Yes. Mr. Ferraro, please.

19 COUNCIL MEMBER FERRARO: I'd like to ask
20 on the -- through the Chair, I'd like to ask --
21 I'm excited to hear about more parking spots
22 because at Waterways -- when this was brought
23 through Waterways -- to have the water
24 activated with public --

25 So is there a certain amount that will be
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1 dedicated to residents, businesses, and then
2 the public? Is there a change?

3 MS. MOSLEY: So as it is broken out right
4 now -- and I don't have the exact number --
5 there's a mix for the grocer, for the
6 residents, retail, and then I believe we
7 settled on ten public spaces within the Phase I
8 and Phase II for the purpose of the
9 Riverwalk --

10 COUNCIL MEMBER FERRARO: So that
11 extension, it would be more, more public access
12 or the same?

13 MS. MOSLEY: I'm sorry. Maybe restate the
14 question.

15 COUNCIL MEMBER FERRARO: So I know that --
16 I don't know if anybody else could answer it,
17 but was there more parking for public with the
18 new parking that you had? And I think I might
19 have the answer right behind you.

20 (Ms. Trimmer approaches the podium.)

21 MS. MOSLEY: Oh, sure.

22 MS. TRIMMER: Cyndy Trimmer, 1 Independent
23 Drive, Suite 1200.

24 So Katherine represents the multifamily
25 developer.

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1 COUNCIL MEMBER FERRARO: Okay.
 2 MS. TRIMMER: I'm working with Fuqua,
 3 who's the master site plan developer.
 4 COUNCIL MEMBER FERRARO: Okay.
 5 MS. TRIMMER: And when we came through for
 6 the master site plan, we were asked to increase
 7 the number of spaces that would be specifically
 8 dedicated to the public.
 9 COUNCIL MEMBER FERRARO: Okay.
 10 MS. TRIMMER: City Council saw the
 11 development agreement where it's memorialized
 12 in that document as part of our contract with
 13 the City. And when we did the final site plan
 14 approval, we agreed to the update -- the
 15 increase to the public spaces, specifically
 16 dedicated. So those are separate from the
 17 residential, separate from the commercial, and
 18 it is an increase from what was originally
 19 proposed.
 20 COUNCIL MEMBER FERRARO: Okay. Very good.
 21 Thank you.
 22 And the other thing I wanted to ask is --
 23 and this might not be the right time, but on
 24 the park part that's going through here -- and
 25 I noticed on Page 32 where the walkways are
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1 I want to commend the board. I've sat through
 2 a number of these meetings and to see the
 3 progression and the attention to detail, both
 4 the members of the board made as well as
 5 Prosser to this, is commendable. I thank you
 6 all for your good work on this.
 7 I think we're all concerned about what
 8 happens on Riverside itself. I appreciate the
 9 focuses and drawing people to the river who are
 10 inside the complex and the attention -- the
 11 additional attention to the detail on the
 12 garage and the landscaping. I think it's going
 13 to help soften, if you will, that -- that sense
 14 of connectivity for those people just driving
 15 down Riverside, so I do appreciate the
 16 challenge of all that. But I think you've done
 17 a good job in addressing it as well.
 18 So, again, my hat's off to everyone for
 19 the good work.
 20 THE CHAIRMAN: Thank you, Council Member
 21 Boylan. I appreciate those comments.
 22 I'll be brief here. I really appreciate
 23 the additional features you added to the garage
 24 to help make that a better architectural
 25 feature for Riverside Avenue, for the
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1 going through -- how far does your walkways for
 2 your development go into the park, or is -- or
 3 is that another section?
 4 MS. MOSLEY: So I will say the walkways
 5 go -- Phase I does a portion of it and crosses
 6 the newly extended May Street, and then
 7 Phase II will continue that to the park.
 8 COUNCIL MEMBER FERRARO: Okay. It doesn't
 9 go through. Is that part of the City doing
 10 that part, the park itself?
 11 MS. MOSLEY: Right.
 12 COUNCIL MEMBER FERRARO: Okay. I just
 13 wanted to make sure.
 14 Thank you very much.
 15 MS. MOSLEY: Thank you.
 16 THE CHAIRMAN: Thank you.
 17 COUNCIL MEMBER BOYLAN: If I may,
 18 Mr. Chair?
 19 THE CHAIRMAN: Yes, please. I'll
 20 recognize you. Thank you.
 21 COUNCIL MEMBER BOYLAN: Thank you.
 22 THE CHAIRMAN: Council Member Boylan.
 23 COUNCIL MEMBER BOYLAN: I just wanted to,
 24 first of all, commend Prosser for their
 25 responsiveness to all this. More importantly,
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1 community.
 2 I'd also ask one more kind of
 3 recommendation on that. The screen that you've
 4 selected is gray. And the precast, I'm
 5 assuming, is going to be gray or a concrete
 6 color. So gray on gray may still provide kind
 7 of a uniform look. So just consider additional
 8 colors or some other additional color that may
 9 provide some more interest rather than just
 10 gray on gray. Just a recommendation.
 11 MS. MOSLEY: Happy to.
 12 THE CHAIRMAN: Thank you.
 13 I don't have any other comments. I do
 14 think the project has come out very, very
 15 nicely. I'm excited to see this come to
 16 fruition and I appreciate all the hard work by
 17 the team. Thank you.
 18 We do have one condition, that the
 19 condition [sic] will conform to the master site
 20 plan. We can add this condition as a part of
 21 our approval; is that correct?
 22 MS. RADCLIFFE-MEYERS: Yes.
 23 THE CHAIRMAN: I'm looking to staff or
 24 counsel.
 25 MS. RADCLIFFE-MEYERS: Chairman Lee, yeah,
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1 the condition is part of your approval.
 2 THE CHAIRMAN: We don't have to go through
 3 that separately?
 4 MS. RADCLIFFE-MEYERS: Correct.
 5 THE CHAIRMAN: Thank you.
 6 So if there's no other comments by the
 7 board, I'll take a motion.
 8 BOARD MEMBER LORETTA: I'll make a motion
 9 for approval with one staff condition.
 10 BOARD MEMBER DURDEN: Second.
 11 THE CHAIRMAN: Great. We have a motion by
 12 Mr. Loretta with the following condition, that
 13 the site plan will conform to the master site
 14 plan. We have a second by Ms. Durden.
 15 All those in favor, please say aye.
 16 BOARD MEMBERS: Aye.
 17 THE CHAIRMAN: Any opposed?
 18 BOARD MEMBERS: (No response.)
 19 THE CHAIRMAN: Thank you. The motion
 20 carries.
 21 MS. MOSLEY: Thank you so much.
 22 THE CHAIRMAN: We'll move on to Item C,
 23 DDRB 2021-020, LaVilla Center, special sign
 24 exception.
 25 Ms. Radcliff-Meyers, could we have a staff
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1 request is to place an electronic changing
 2 message device on this nonstreet frontage wall.
 3 Just a little bit of information regarding
 4 an electronic changing message device sign.
 5 Per the ordinance, it means any sign with fixed
 6 boundaries, frames or edges, visible from a
 7 public right-of-way or approved public street
 8 that either, one, displays a verbal or a
 9 numerical message that scrolls from left to
 10 right for no more than eight seconds with an
 11 eight-second break between messages with all
 12 other portions of the sign static and
 13 unchanging; or two, changes electronically
 14 under the following conditions: The entire
 15 portion of the sign that can change shall be
 16 static and unchanging for at least eight
 17 seconds. The time to completely change the
 18 entire portion of the sign that can change is a
 19 maximum of one second. The change shall occur
 20 simultaneously for the entire portion of the
 21 sign that can change and there should be a
 22 default design that will ensure no flashing,
 23 intermittent message, or any other apparent
 24 movement that is displayed should a malfunction
 25 occur.
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1 report, please?
 2 MS. RADCLIFFE-MEYERS: Thank you, Chairman
 3 Lee.
 4 So I'll be providing the staff report for
 5 the LaVilla Center special sign exception.
 6 DDRB application 2021-020 seeks approval
 7 for a special sign exception to allow for one
 8 24-square-foot electronic changing message
 9 device sign on a nonstreet frontage wall. The
 10 site is bounded to the north by a vacant lot
 11 and State Street, to the east by a vacant lot,
 12 to the south by West Union Street, and to the
 13 west by a vacant lot and Broad Street.
 14 As seen on the vicinity map, the
 15 west-facing wall of the building is not located
 16 on the street frontage. The building wall is
 17 facing a surface parking lot and a vacant lot.
 18 However, the signage is proposed on this wall
 19 because it provides better visibility for the
 20 business.
 21 Per the ordinance, each building is
 22 allowed one building identification sign per
 23 side of street frontage. Since this wall does
 24 not face the street, a special sign exception
 25 must be reviewed and approved by DDRB. The
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1 The reason that I wanted to bring that up
 2 is because animated signs are not allowed in
 3 any Downtown Overlay zone or any district, so
 4 this is not an animated sign, and that's why
 5 the regulation requires that the sign is static
 6 for at least eight seconds and then changes
 7 with a one-second timing.
 8 So as seen here, there are electronic
 9 changing message device signs found within the
 10 Downtown Overlay zone. The proposed sign would
 11 be similar to these signs and would be
 12 regulated under the same requirements.
 13 Based on this information, the Downtown
 14 Development Review Board staff recommends
 15 approval of DDRB application 2021-020 for a
 16 special sign exception to the Downtown Overlay
 17 District to allow for one electronic changing
 18 message device sign on a nonstreet frontage
 19 wall totaling 24 square feet.
 20 That concludes the staff report and staff
 21 is available for questions.
 22 Thank you.
 23 THE CHAIRMAN: Thank you,
 24 Ms. Radcliff-Meyers.
 25 Could I have the applicant, Randy Taylor,
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1 please provide the applicant presentation?
 2 (Mr. Taylor approaches the podium.)
 3 MR. TAYLOR: Yes. Good afternoon.
 4 Randy Taylor, 4162 St. Augustine Road,
 5 Jacksonville, Florida.
 6 Yes. This is for a veterans center.
 7 Mostly this sign is really going to be used for
 8 more informational and -- letting them know
 9 about VA loans; food drives; most of all, VA
 10 health benefits; things like that.
 11 Being placed on that particular side of
 12 the building, it catches the traffic on West
 13 Union and it also catches Broad Street. There
 14 is a small vacant lot to the left of it,
 15 which -- that's what gives us the condition
 16 that we're in because it's not facing the road,
 17 but it actually is facing a road.
 18 The property in question there was -- it's
 19 a small piece of property that was bought in
 20 1995, so I don't know if anything would ever go
 21 there, but it does give them the visibility at
 22 this point in time to put the messages out for
 23 the VA and all the benefits that they can get.
 24 And the sign itself -- typically, in these
 25 areas you get one square foot per linear foot
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1 of building facing that side of the street.
 2 This is a 50-foot-long building and we're
 3 actually only asking for half of that. So the
 4 sign is 24. If this was a legit,
 5 on-the-street, we could go for a 50-square-foot
 6 sign, which would be like a 5-by-10, but this
 7 is only a 4-by-6.
 8 And that's due to the fact that it's
 9 really just informational, to kind of put copy
 10 up there saying we have a food drive or we have
 11 VA benefits or things like that for the
 12 veterans to know that that's a place they can
 13 go to get that kind of information and those
 14 kind of programs taken care of for them.
 15 So it's -- it falls in uniform with the
 16 other ones in the downtown area. They're most
 17 all informational; Times-Union is advertising
 18 things that are coming in the future and, you
 19 know, events and things like that. And the one
 20 for the Chamber, we did that one as well. That
 21 one's more information for parking and things
 22 like that. So it's not one of these signs
 23 that's going to be glorified, throwing up all
 24 kinds of wild pictures and things like that.
 25 It's really more so for information purposes,
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1 is what the sign does.
 2 So that's really what they're looking for.
 3 It's -- like I say, it's right -- it's in line
 4 with everything else that's been done down
 5 there, and that's what they're looking to do,
 6 and that's the intent of the sign.
 7 THE CHAIRMAN: Thank you, Mr. Taylor. I
 8 appreciate that.
 9 Mr. Chisholm, are there any public
 10 comments?
 11 MR. CHISHOLM: We have one person with
 12 their hand raised on Zoom.
 13 Nancy Powell, you will have three minutes
 14 to speak. If you will state your name and
 15 address for the record.
 16 ZOOM MEMBER: Nancy Powell, 1848 Challen
 17 Avenue, Jacksonville, Florida 32205.
 18 I'm the executive director of Scenic
 19 Jacksonville. And as you may know, Scenic
 20 Jacksonville was instrumental in the sign
 21 ordinances that have been in place, especially,
 22 you know, digital billboards and other types of
 23 things.
 24 So my request here would be that this not
 25 be used for advertising purposes of anything
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1 other than what's at the veterans center. As
 2 he said, it's informational.
 3 I do have some concerns about precedent as
 4 to -- if this type of electronic changing
 5 billboard would be used in a number of places
 6 downtown. I think that could be something that
 7 the DDRB wants to think about as far as
 8 precedent goes.
 9 But as far as this goes, I would just say,
 10 can we -- can they not sell advertising through
 11 this medium.
 12 THE CHAIRMAN: Thank you.
 13 Mr. Chisholm, any other public comments?
 14 MR. CHISHOLM: That's all the public
 15 comment, Mr. Chair.
 16 THE CHAIRMAN: Great. Thanks.
 17 We'll move on to board comments.
 18 Mr. Davisson.
 19 BOARD MEMBER DAVISSON: I guess to Lori,
 20 on our new sign ordinance, is there a lumen
 21 standard, lumen maximum on signage, electronic
 22 signage?
 23 MS. RADCLIFFE-MEYERS: Board Member
 24 Davisson, through the Chair, so, again, under
 25 our ordinance, under the Downtown Overlay, we
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1 don't have a lumen output requirement, but what
2 regulates the lumen output, especially which
3 would regulate this sign as well, is under the
4 Building Code. And so under the Building Code,
5 Section 326.104, a sign that exceeds the
6 following is prohibited, contains lighting
7 which includes illuminations that produce glare
8 to vehicular traffic or electric incandescent
9 bulbs with a rating exceeding 40 percent of the
10 lumen output of a 100-watt clear bulb, with the
11 lighting located less than 20 feet above the
12 ground surface, which this will be captured by
13 that. So that's regulated per the Building
14 Code. They would have to maintain a lumen
15 output of less than that.

16 BOARD MEMBER DAVISSON: Yeah, I guess my
17 comments aren't so much on this project. I
18 don't really take exception to it on a small
19 scale like this, especially up at State and
20 Union Street, but, you know, the precedent that
21 electronic signage has -- and it can be
22 glaring, overwhelming, and, you know, you get
23 into a whole conversation -- you know, is a
24 sign, a billboard, the same thing as an
25 electronic sign? And that's my only comment.

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1 MR. TAYLOR: If I may, just FYI, the newer
2 signs, these electronic message boards, they
3 have an automatic dimming feature on them these
4 days. The boards that I sell do. And what
5 that means is at nighttime, obviously, if you
6 had the same brightness you had during the day,
7 that thing would be, like, wow, that thing is
8 super bright, but these have dimming features
9 automatically built into them.

10 So the daytime it has to be brighter
11 because you have the sun shining on it, so you
12 have to be able to read the message without
13 glare. As it gets dawn and it gets dusk, I
14 mean, and -- and it does get darker, the lights
15 dim down and change to that so it's not, you
16 know, bright right in your face.

17 So these newer ones, they are designed to
18 accommodate day/night so that you're not
19 getting bright, bright lights at night. It
20 does dim itself down so you get the same kind
21 of brightness you would during the day as you
22 would at night.

23 BOARD MEMBER DAVISSON: Thank you.

24 THE CHAIRMAN: Thank you, Mr. Davisson.
25 Mr. Schilling.

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1 BOARD MEMBER SCHILLING: Thank you,
2 Mr. Chairman.

3 And through the Chair to
4 Ms. Radcliff-Meyers, I think that that was a
5 good public comment from Ms. Powell. Is there
6 anything in the code that would prohibit what's
7 on -- what's displayed as far as -- because I'm
8 okay with the sign, and my expectation would be
9 that the things that are displayed on it are
10 related to the center. I would hope I wouldn't
11 be driving down the street and, like, seeing an
12 ad for an attorney or something on this sign --
13 well, as an example.

14 So is there anything in the code that
15 would help enforce that, that this would be for
16 information related to the center? That would
17 be my only concern.

18 MS. RADCLIFFE-MEYERS: Board Member
19 Schilling, through the Chair, there is -- that
20 would be considered an off-site sign, the
21 minute that they started advertising something
22 that's not on the site, like an attorney or
23 something happening. So that is regulated by
24 the code. Off-site signs are not allowed.

25 BOARD MEMBER SCHILLING: Great. Okay.

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(904) 821-0300

1 Thank you very much.

2 I have no further comment.

3 THE CHAIRMAN: Thank you.

4 Ms. Durden.

5 BOARD MEMBER DURDEN: Thank you,
6 Mr. Chairman.

7 Well, I have to tell you, I'm -- I can't
8 get behind this sign. I just think that -- for
9 a few reasons. First, I don't think it is
10 similar to the other signs that are referenced
11 in the staff report. You know, those signs,
12 like at the Performing Arts Center, there's a
13 reason that those signs can be changed because
14 the show that's going to be there is going to
15 be different. So, to me, it's not similar to
16 that.

17 I'm very concerned about the idea of
18 having a sign -- first off, it's lit, and you
19 have heard that -- you know, I'm always
20 concerned about the lumens. And that was a
21 good explanation that you gave.

22 I'm very concerned that -- about the
23 lumens for these interior-lit signs, but now
24 we're adding one that's going to change the
25 message, and I just don't think that that is

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1 following in the -- you know, the spirit of the
 2 sign regulations.
 3 I have some concern about -- that the sign
 4 approval could run with the property. And that
 5 then -- if the property is sold sometime in the
 6 future, that it will be a whole different user.
 7 You know, I -- you know, it does make a
 8 difference.
 9 You know, and my heart, of course, is with
 10 the VA and everything that you do. You know,
 11 it's a major part of my life growing up, but I
 12 just don't see the need for the changes in the
 13 messages. And, you know, the core nature of
 14 those others where the message does change is
 15 extremely different from -- from what you --
 16 from what the VA, I think, would be doing.
 17 I totally agree with the no advertising.
 18 I agree that there shouldn't be any pictures,
 19 lettering, other comments that my fellow board
 20 members have made. But even with that, I just
 21 don't think this is the right location to have
 22 a sign changing on a regular basis. I think it
 23 does start a precedent.
 24 I have voted against at least one other
 25 sign that I can remember being on the board,

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1 and I just have to tell you that this is one --
 2 I just can't support the change. If it was a
 3 regular -- just a sign, and even if it had
 4 internal illumination, but it's the fact of the
 5 changing message that I -- I just can't support
 6 that.
 7 MR. TAYLOR: If I may, I'd just like to
 8 comment on a couple of those things.
 9 One, the lumens can be regulated in these
 10 signs. So you can dictate how bright the
 11 lumens and such could be. These are very
 12 high-tech signs these days. The technology has
 13 come a long way, just like when plasma TVs
 14 first came out, look at what we can do now.
 15 So, I mean, it is the way of the future. I
 16 understand where you're coming from and I
 17 appreciate that.
 18 You know, as far as advertising -- I
 19 wanted to touch base, where you talked about
 20 the code. We don't want advertising for an
 21 attorney or something like that there. That's
 22 not allowed on any sign in any district
 23 anywhere in the city. It's basically if you
 24 have a sign -- and anybody that has one of
 25 these signs, they're only allowed to put up

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1 what their business does. They can't put up
 2 their neighbor's business or the guy next to
 3 them or the guy down the street. That's not
 4 allowed. That's, as she mentioned, an
 5 off-site, nonconforming sign, so that wouldn't
 6 happen.
 7 You know, the other signs -- there are
 8 signs like the parking garage sign for the
 9 Chamber. That doesn't really list events and
 10 things. That's just informational. This is
 11 basically the same thing. It's telling -- they
 12 have dedication ceremonies for veterans and
 13 things that they want to get out to the public,
 14 the food drives, which are very important, I
 15 think, to the city.
 16 You know, I would agree a hundred percent
 17 with you if this was something for a -- some
 18 kind of a dental company or a lawyer that's
 19 advertising, but this is more for the -- it's
 20 for the community, I think. And it's to help
 21 people know that these things are available and
 22 the help is available for the people. And I
 23 think it's a big benefit.
 24 And, you know, with -- like I say, this
 25 whole industry is changing. And I know we

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1 don't want, you know, all these flashing signs
 2 and such downtown. And I agree, there's a lot
 3 of signs I wouldn't approve either, but in the
 4 respect -- when it's for doing something good
 5 for the community and such, I would have to
 6 take a different side on that and that's why
 7 I'm here in front of you. If this was for
 8 somebody else, I wouldn't put my heart into it,
 9 but I'm just thinking this is really something
 10 that really benefits.
 11 And it's not offensive. I mean, it's a
 12 4-by-6 sign, which is half of what it could be.
 13 It's not going to have pictures and all kinds
 14 of flashing things up there. It's really just
 15 to put a dedication. They probably won't even
 16 use it to the extent of changing every eight
 17 seconds because people are going to miss the
 18 message.
 19 If they're going to have a food drive
 20 that's going to be on a certain date at a
 21 certain time, they're going to get that message
 22 out there and leave that running so people can
 23 see that going to work, coming home from work,
 24 and things like that, so --
 25 THE CHAIRMAN: Thank you, Mr. Taylor.

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1 Let me let the other board members
 2 comment, please. Thank you.
 3 MR. TAYLOR: Okay. Sorry.
 4 BOARD MEMBER DURDEN: May I have some
 5 follow-up?
 6 THE CHAIRMAN: Okay. Ms. Durden.
 7 BOARD MEMBER DURDEN: Okay. Thanks.
 8 To the staff and maybe to Ms. Grandin, is
 9 there -- could it be a condition that the sign
 10 could -- if there was a different user, other
 11 than the VA, could that be a condition that
 12 this sign could not be automatically used by a
 13 future owner or a future user? Is that a
 14 permissible condition that we could add?
 15 MS. GRANDIN: I was just looking that up,
 16 Ms. Durden. I believe that it can. I'm going
 17 to check that really quickly while you guys are
 18 discussing it a little bit more, but I believe
 19 that you can do that.
 20 BOARD MEMBER DURDEN: Okay. And then --
 21 because I do appreciate what you're saying
 22 about the current user. Is there also --
 23 because I heard you say you're not going to
 24 change the message every eight seconds. Is
 25 there a -- is there a time frame, like once a
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1 understand why staff is recommending approval.
 2 Can you help me understand a little bit
 3 further?
 4 I mean, I -- and then once I'm done with
 5 that, I'm going to ask the applicant because --
 6 I mean, I hear food drive, food events. I
 7 mean, is -- food drive, does that mean people
 8 are coming to this facility to get food or is
 9 that a food drive at another location? So then
 10 it's like -- it's still off-site advertising
 11 then.
 12 So, I mean, it's just -- I don't
 13 understand why we're approving this or why this
 14 has even been able to have been brought
 15 forward, candidly. I'm just -- I really need
 16 some help from staff to understand why we
 17 should even remotely approve it. And then I'll
 18 let the applicant answer my question.
 19 MS. RADCLIFFE-MEYERS: Board Member
 20 Loretta, through the Chair, the way that the
 21 staff looked at it, we looked at it, first and
 22 foremost, that it was a sign -- the reason that
 23 we brought it to you was that it was a sign on
 24 a nonstreet frontage wall. We looked at that,
 25 first of all.
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1 day you're going to have a new message, or, you
 2 know, is that a -- or, you know, you're not
 3 going to change the message more than twice a
 4 day, or something like that? Because what I'm
 5 really concerned about is, you know, the -- the
 6 rotating sign and, you know, there it is and
 7 then all of a sudden eight seconds later, it --
 8 It's a lot of light, if you will. I'm
 9 just going to call it, you know, light
 10 pollution or activity. Is -- would the
 11 applicant consider a restriction on the number
 12 of times that the sign could actually change?
 13 And you don't have to answer me right now,
 14 but I would like you to think about that and
 15 let the other board members speak. But those
 16 two conditions could make a difference to me,
 17 the ownership and user, and then the number of
 18 times that it could change.
 19 Thank you very much, Mr. Chairman.
 20 THE CHAIRMAN: Thank you, Ms. Durden.
 21 Mr. Loretta.
 22 BOARD MEMBER LORETTA: I mean, you know,
 23 I'm really -- I'm confused, I think, a little
 24 bit about it. And I'd like to ask
 25 Ms. Radcliffe-Myers -- I'm not sure I
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1 And then we looked at the way that the
 2 code reads in regards to an electronic message
 3 sign and looking at what's around downtown.
 4 And you're correct, I mean, like, looking at
 5 the Times-Union center, you know, those are
 6 specific with events happening at that. And we
 7 talked with the applicant and Taylor Signs
 8 about, well, what exactly would be on these
 9 signs.
 10 And they did let us know, too, that it
 11 would just be, you know, giving information to
 12 the veteran community about what was going on,
 13 that that's what this center is. The LaVilla
 14 Center is specifically for the veterans. And
 15 then it -- they would just be advertising what
 16 was happening for the veteran community.
 17 And we felt, since it was specific to that
 18 and specific then to the LaVilla Center and
 19 that we do have other signs within downtown
 20 that would be considered electronic message
 21 signs, and that we were told that it was not
 22 going to be an animated sign, that it wasn't
 23 going to be changing all the time, that it
 24 would still be regulated by code, as the other
 25 electronic message signs, then we felt that we
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1 could bring it forward truly for the fact that
 2 it was because it's on a nonstreet frontage
 3 wall. That's the main reason that we brought
 4 it forward was for that, but we also wanted to
 5 have you guys look at it as well, so --
 6 THE CHAIRMAN: Thank you.
 7 BOARD MEMBER LORETTA: So, like -- the
 8 applicant, I'm sorry, I'm not sure of your
 9 name, but is the intent for a driver-by to see
 10 it or is it the intent for people coming to
 11 this facility to see it?
 12 MR. TAYLOR: Driver-by. You have two
 13 roads that it basically gets -- you can see,
 14 there's a page in there I showed you. There's
 15 a --
 16 BOARD MEMBER LORETTA: So again -- so,
 17 like, a food drive -- I mean, you know, maybe I
 18 almost want to -- I mean, this is so crazy
 19 because it's such a small, little, thing, but,
 20 like, the precedent that this could create
 21 could, you know, be a horrible situation,
 22 right?
 23 And so, I mean, maybe I'd almost want you
 24 to bring me six examples of what a sign could
 25 look like. And then, okay, now I see six

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1 examples, because right now, you know, I mean,
 2 there could be political advertising, all sorts
 3 of stuff kind of brought onto this site, right?
 4 And so a food drive that's off site,
 5 candidly, is an off-site sign. I mean, I -- I
 6 don't understand -- that's why I'm confused,
 7 because unless it's a food drive specifically
 8 at the LaVilla Center -- but if it's a food
 9 drive over in Springfield Park, then, I mean,
 10 it's -- it's a billboard. I think it's a
 11 billboard. I don't --
 12 I mean, my question would be, why not just
 13 have some sort of little push pin text? And,
 14 yeah, you're not going to be able to see it
 15 from the street, but at least your visitors or
 16 users will be able to see it. I mean, I -- I
 17 hate to say it. I just don't understand -- I
 18 don't understand why we would be approving
 19 this. I guess I don't -- I mean, I'm -- I'll
 20 let you speak for another three minutes to try
 21 to sell me a different -- but, I mean, I want
 22 to help you out. I just -- I'm struggling
 23 beyond belief here.
 24 MR. TAYLOR: Well, I mean, you're focused
 25 on the food drives. I mean, there's a lot more

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1 benefit than the food drives. It's really VA
 2 loans and things like that that are more
 3 important.
 4 BOARD MEMBER LORETTA: Well, that's where
 5 I -- that's, again, where I'm -- I mean, I'm
 6 almost willing to entertain putting this on
 7 hold for a month and you show me six signs of
 8 what could possibly go there, and then maybe I
 9 can feel more comfortable because right now I
 10 don't -- I don't understand it.
 11 MR. TAYLOR: The content, I mean, it could
 12 be restricted if that's what you feel the need
 13 to do. Like I say, they're not putting up
 14 other businesses. They're not doing anything
 15 but trying to help the veterans by putting the
 16 message out for that community.
 17 So, you know, it's not going to be just
 18 focused on -- if it's a food drive, it will be
 19 a food drive for that location. If it's going
 20 to be VA loans, that's going to be information
 21 to get in contact with them for a VA loan.
 22 It's really -- it's different signage than
 23 I would consider advertising signage for a
 24 business. It's not advertising the business;
 25 it's advertising what they can do for the

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1 veterans in the area.
 2 And they've got great visibility from both
 3 Broad Street and West Union Street on that. As
 4 I mentioned, it's not a huge sign. It's 4 by
 5 6. It's 24 square feet. They're really just
 6 trying to get their message out to the
 7 community.
 8 The messaging they put up there, if you --
 9 the board feels like you want to restrict that
 10 in some way, we could do that. I mean, if this
 11 sign was on the actual street side, there was
 12 no parcel in front of it, they would be able to
 13 do whatever they want to do. It's a matter
 14 of --
 15 BOARD MEMBER LORETTA: Well, that's a
 16 question. So if it was on the street, would
 17 they be able to have a television on the front
 18 of their building?
 19 MS. RADCLIFFE-MEYERS: Board Member
 20 Loretta, through the Chair, no, they wouldn't
 21 be able to have a television on there because
 22 it would be considered an animated sign.
 23 BOARD MEMBER LORETTA: I know, but, I
 24 mean, I'm calling this a television. I mean,
 25 you know, we're basically saying we got a

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1 television that's sitting on the front of a --
 2 on the side of a building. So if it's on the
 3 front of the building in the realm that he's
 4 stating, at eight-second intervals, would that
 5 be allowed?
 6 MS. RADCLIFFE-MEYERS: So our Downtown
 7 Overlay zone is very specific to certain signs.
 8 And any sign that doesn't fall within that has
 9 to come for a special sign exception, which
 10 this would be a special sign exception because
 11 an electronic message sign isn't specifically
 12 notated under our Downtown Overlay zone.
 13 BOARD MEMBER LORETTA: So --
 14 MS. RADCLIFFE-MEYERS: It's in the -- it's
 15 defined under the City ordinance for signs.
 16 BOARD MEMBER LORETTA: So to confirm, it
 17 would not be a slam-dunk approval --
 18 MS. RADCLIFFE-MEYERS: Correct.
 19 BOARD MEMBER LORETTA: -- if it was on the
 20 main street?
 21 Thank you.
 22 All right. I'm finished.
 23 THE CHAIRMAN: Thank you, Mr. Loretta.
 24 Mr. Davisson, a follow-up.
 25 BOARD MEMBER DAVISSON: Ms.
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1 Radcliffe-Meyers, so just to follow up, if we
 2 were to do a sign on Fidelity, a brand-new
 3 building -- and it's a large building, so
 4 you're allowed a certain allowable area. This
 5 is a 4-by-6, but say Fidelity was allowed a
 6 20-foot by 80-foot sign across the top of their
 7 building that takes up two stories that's
 8 illuminated like this, just like this sign, is
 9 that allowable?
 10 MS. RADCLIFFE-MEYERS: Yes. Board Member
 11 Davisson, through the Chair, yes, it would be,
 12 as long as they stayed within the square
 13 footage that could be approved by staff. They
 14 wouldn't have to come get a special sign
 15 exception.
 16 So when we look at a large building, like
 17 anything over five stories, then they calculate
 18 the footage of the building facade. And they
 19 are allowed up to 10 percent of that or
 20 400 square feet, whichever is less. So they
 21 could possibly have a 400-square-foot sign,
 22 depending on --
 23 BOARD MEMBER DAVISSON: Thank you.
 24 THE CHAIRMAN: Thank you.
 25 BOARD MEMBER LORETTA: I'm sorry, you're
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1 confusing me. Illuminated or illuminated with
 2 revolving illumination?
 3 MS. RADCLIFFE-MEYERS: Board Member
 4 Loretta, through the Chair, illuminated.
 5 BOARD MEMBER LORETTA: Okay. So, again,
 6 that's different than a --
 7 MS. RADCLIFFE-MEYERS: Correct. It would
 8 be -- yeah, so they could have an illuminated
 9 sign, correct.
 10 (Simultaneous speaking.)
 11 BOARD MEMBER LORETTA: Like Craig was --
 12 BOARD MEMBER DAVISSON: So not -- my
 13 question was an electronic sign that is like
 14 this sign but 40 times bigger that could
 15 change, it could move, it's -- it's an
 16 electronic banner, like the Florida Theatre.
 17 MS. RADCLIFFE-MEYERS: No. Board Member
 18 Davisson, through the Chair, no. Again,
 19 because our Downtown Overlay zone doesn't
 20 specifically speak to a sign like that, like a
 21 message sign, an electronic message sign, so
 22 then it would have to come to the board for a
 23 special sign exception since the code doesn't
 24 specifically state it.
 25 BOARD MEMBER DAVISSON: For the same
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1 reason he has to come for an exception?
 2 MS. RADCLIFFE-MEYERS: Correct.
 3 BOARD MEMBER DAVISSON: Okay. Thank you.
 4 THE CHAIRMAN: Let me follow up with
 5 counsel on any research you've been able to
 6 find. Could you provide us an update?
 7 MS. GRANDIN: Susan Grandin, Office of
 8 General Counsel.
 9 So you can put a condition on the approval
 10 to -- you can condition it on it not being a
 11 changing message device, you can put a
 12 condition on it on how often the message
 13 changes.
 14 But the message does have to -- in order
 15 to be legal under the code, as the applicant
 16 has stated, it has to only concern itself with
 17 things that are going on in that building. It
 18 can't be for community interest.
 19 Like, for instance, there are real estate
 20 companies that have changing message devices
 21 that -- most of the time they put up so-and-so
 22 is the top lister or so-and-so is the top
 23 salesperson. Every once in a while it will
 24 say, "There's a run this weekend." You can't
 25 do that.
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1 So it's kind of a slippery slope once you
2 go down that path. It's very hard to regulate
3 and enforce the changing message device because
4 it changes, so I just want to -- if you want to
5 do a condition that it's -- what we call
6 personal to this applicant, meaning it doesn't
7 run with the land, there has to be a public
8 policy stated for -- for that -- for making it
9 personal, if you want to do that. So you need
10 to state why it's important that this
11 particular applicant get that ability to do
12 that, but possibly future applicants
13 wouldn't -- sorry for the microphone going in
14 and out.

15 THE CHAIRMAN: So if I could clarify, we
16 could apply a condition, were it to be
17 approved, that the sign and its contents belong
18 only to the current occupant of the owner as a
19 condition of this approval and would not be
20 allowed to be used by a future occupant without
21 coming for approval?

22 MS. GRANDIN: Right. You can do that.

23 I mean, it's expensive to take the signs
24 down, so -- it's an expensive sign probably.
25 But you could do that, yes. And that's called

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1 personal to this particular applicant, which
2 would be the veterans -- something -- is what
3 I'm imaging.

4 THE CHAIRMAN: Mr. Taylor, if we were to
5 apply that condition, do you have a problem
6 with that condition?

7 MR. TAYLOR: No, sir.

8 Most businesses, if they have one of these
9 boards, as she mentioned, they're expensive.
10 So if they were to relocate somewhere, chances
11 are they would take that with them. They
12 wouldn't leave it for another owner.

13 When you buy that board, you have to --
14 the software that comes with it, it's
15 proprietary to you. Nobody can just grab that
16 board and start doing something with it. You
17 buy the software. You buy the board. You buy
18 the rights to the board. So once that board --
19 once they have moved out or relocated, that
20 board would most likely go with them.

21 But if you would like to put a condition
22 that nobody else could use that board, we would
23 be fine with that.

24 THE CHAIRMAN: Okay. I'm going to make a
25 recommendation we apply that condition.

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1 MR. TAYLOR: Sure.

2 THE CHAIRMAN: And then allow the board to
3 vote.

4 If there are no other comments -- let me
5 please allow council members to make commentary
6 if they'd like to.

7 COUNCIL MEMBER FERRARO: I will just ask a
8 question. Is that like a McDonald's board as
9 far as brightness at the menu screen or is this
10 going to be bright like some of the pictures
11 that you showed for --

12 MR. TAYLOR: As I mentioned, the
13 brightness of it depends on the picture you put
14 up there. And they do -- they do regulate the
15 lumens and such as -- as the City would
16 require. So that can be built in and
17 programmed into the board when it goes up; it
18 can't exceed X amount of lumens.

19 If you wanted to make that as a condition
20 as well, we can do that because the board can
21 be programmed for the amount of lumens that it
22 shows. But they do have a self-dimming
23 feature, which in the daytime it would be
24 brighter because of the sun in the daylight,
25 and then at nighttime --

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1 COUNCIL MEMBER FERRARO: I get that. I
2 was just trying to figure out what it looked
3 like, but I think you've got all the questions.

4 Thank you.

5 THE CHAIRMAN: And then, Council Member
6 Boylan, if you would like to add any
7 commentary.

8 COUNCIL MEMBER BOYLAN: I'm fine.
9 Thank you.

10 THE CHAIRMAN: Thank you.

11 Okay. Yes, Ms. Durden.

12 BOARD MEMBER DURDEN: This is mostly for
13 my fellow board members.

14 I can't actually even tell from the
15 documentation that's before us who the actual
16 user is. I've heard you mention the veterans,
17 but what group is that actually?

18 MR. TAYLOR: It's the African-American
19 Veterans Group.

20 BOARD MEMBER DURDEN: It's the what?

21 MR. TAYLOR: African-American Veterans
22 Group.

23 MS. RADCLIFFE-MEYERS: It's LaVilla --
24 (Simultaneous speaking.)

25 THE CHAIRMAN: And, if I might, this is

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1 the -- go ahead.
 2 BOARD MEMBER DURDEN: Okay. Now -- were
 3 you going to say something?
 4 MS. RADCLIFFE-MEYERS: Yes. I'm sorry.
 5 The LaVilla Center is who the business is,
 6 the LaVilla Center.
 7 BOARD MEMBER DURDEN: Well, then there's
 8 no way -- I mean, we can't just limit it to the
 9 LaVilla Center because we don't have a clue
 10 really. It could be anybody in that center,
 11 so, you know --
 12 I heard what Ms. Grandin said, and she
 13 said there has to be a specific public purpose
 14 for making a sign personal that cannot run with
 15 the land. If it's the African-American
 16 Veterans Association -- is that the correct
 17 name?
 18 MR. TAYLOR: I believe so, yes.
 19 BOARD MEMBER DURDEN: You know, it's
 20 possible that we, as a board, could come up
 21 with a public purpose, why we think that it
 22 makes sense to -- that it would be personal to
 23 this group, that it -- you know, they're -- you
 24 know, what -- they're a community organization,
 25 they're a -- are they a 501(c)(3) nonprofit?

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1 MR. TAYLOR: I'm not sure. I cannot
 2 answer that.
 3 THE CHAIRMAN: If I could, Ms. Durden.
 4 Excuse me.
 5 If I could ask counsel. The way that I
 6 stated the condition of approval, would that
 7 satisfy your requirement?
 8 MS. GRANDIN: No. I think it would -- it
 9 really needs to have a public policy. You
 10 cannot pick one group of owners over another
 11 group for really no reason.
 12 I think what Ms. Durden said about the
 13 LaVilla Center, that could be just anybody. So
 14 it depends on who the applicant is and who is
 15 going to be using that. For instance, we make
 16 exceptions -- zoning exceptions personal to
 17 daycare centers because they have to get a
 18 license from the State. We make them personal
 19 for alcohol exceptions and waivers because they
 20 have to get a license from the State. This
 21 group doesn't have a license from the State, so
 22 there's nothing like that to pin the -- the
 23 personal issue to --
 24 (Microphone failure.)
 25 MS. GRANDIN: Thank you, Councilman.

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1 Hopefully, this one will work better.
 2 There's nothing -- there's no public
 3 purpose for the licensure like you would have
 4 with a day care for alcohol-related uses in
 5 this case, so that's why you would have to
 6 state a public policy reason for making this
 7 applicant different than whoever might buy the
 8 property or rent it in the future, if you want
 9 the changing message device.
 10 If it's just a sign that says LaVilla
 11 Center and there's no changing message device,
 12 I think you would have a -- much less of a hard
 13 time with it, so the changing message device is
 14 definitely the issue.
 15 THE CHAIRMAN: Okay. Thank you.
 16 BOARD MEMBER DURDEN: Mr. Chairman.
 17 THE CHAIRMAN: Yes, Ms. Durden.
 18 BOARD MEMBER DURDEN: The other comment
 19 that I -- I would like to hear what the other
 20 board members think, if they have a thought
 21 about it, is in regards to the number of times
 22 that the sign message could change in a 24-hour
 23 period, for instance.
 24 I do feel like we're trying to push a
 25 circle through a square or a square through a

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1 circle, you know, but -- you know --
 2 THE CHAIRMAN: Well, may I make a
 3 recommendation to the board?
 4 You're here trying to get a sign approved.
 5 Maybe we just take a vote on it. And if you
 6 get approval, then you have approval. And if
 7 you don't, you will have to come back through
 8 the process and attempt a different path.
 9 Maybe that's the best way to move forward.
 10 BOARD MEMBER SCHILLING: Mr. Chairman, I
 11 was going to share in response to Ms. Durden's
 12 comment, is -- I think that there is value --
 13 and I guess the thought that I was going to put
 14 forth is -- I like your idea, Ms. Durden -- is
 15 that -- is there a way --
 16 Again, through the Chair, is there a way
 17 to limit the sign approval for the LaVilla
 18 Center so long as it remains a public community
 19 center? As the public purpose or the benefit,
 20 that we could provide that as a restriction?
 21 So if this ever became a private -- privately
 22 owned or something other than a community
 23 center, then this approval for the sign would
 24 sunset?
 25 MS. GRANDIN: Are you addressing that to

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1 me?

2 BOARD MEMBER SCHILLING: I'll -- I guess
3 I'm not sure. Honestly, I'm not sure. I was
4 throwing that out as an idea. I don't know,
5 maybe to get Ms. Durden's thoughts or -- or
6 through the Chair to --

7 (Simultaneous speaking.)

8 MS. RADCLIFFE-MEYERS: I think it would
9 almost be the same thing --

10 MS. GRANDIN: Well, here's my suggestion.
11 It doesn't seem like we have enough information
12 for you to make a decision today. That's just
13 my -- just listening to you.

14 If we knew who the applicant actually was,
15 whether or not it was a 501(c)(3) and whether
16 or not it really was a community
17 organization -- it might be a private
18 organization, but not a 501(c)(3). It doesn't
19 seem like -- it's not owned by the City of
20 Jacksonville.

21 So I don't -- I'm not so sure I have
22 enough information to make a decision in terms
23 of those kinds of conditions. If you just
24 wanted to outright approve it and let it go,
25 you could do that. But it does set a little

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1 bit of a precedent.

2 The other examples that were given here
3 were, you know, the Florida Theatre and things
4 like that where there's a changing message
5 device, but it's advertising what's going on in
6 the Florida Theatre or the sponsor for the
7 Florida Theatre. Those are things that are
8 allowed. But this does set a little bit of a
9 precedent for you, so that's just my
10 suggestion.

11 MS. RADCLIFFE-MEYERS: Chairman Lee, if I
12 can make a suggestion as staff. Could I work
13 with the applicants -- would we be able to work
14 on this and be able to then come back in
15 January and present with more information in
16 regards to all of this?

17 And you can gather the information that
18 the board is requesting, and that we withdraw
19 it at this time and not take a vote on it, and
20 bring it back in January, if that's okay with
21 the board and if that's okay with the
22 applicant.

23 MR. TAYLOR: It's fine with me.

24 THE CHAIRMAN: Okay. We'll consider the
25 application withdrawn.

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1 MS. GRANDIN: Deferred. I would defer it.

2 THE CHAIRMAN: Deferred. Excuse me.

3 MS. RADCLIFFE-MEYERS: Deferred. Sorry.

4 THE CHAIRMAN: Deferred. Thank you.

5 BOARD MEMBER SCHILLING: Mr. Chairman.

6 THE CHAIRMAN: Yes, Mr. Schilling.

7 BOARD MEMBER SCHILLING: If I could just
8 add the second piece of the thought.

9 I'm not sure that I'm totally on board
10 with Ms. Durden that it just needs to be one
11 message per day. Whether eight seconds is the
12 right amount of time, honestly I don't know,
13 but I was just going to throw that out as -- if
14 that's something that could be thought through
15 and brought back to us. Maybe every eight
16 seconds is too much, but once a day is probably
17 not enough, so I just wanted to share that
18 thought as well.

19 MR. TAYLOR: I could see them putting a
20 couple of messages out a day, which wouldn't
21 require changing every eight seconds. They
22 could change it every four hours or five hours
23 or something like that, so that -- that's no
24 problem.

25 THE CHAIRMAN: Okay. Thank you,
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1 Mr. Taylor. Appreciate it.

2 MR. TAYLOR: Okay. Thank you.

3 THE CHAIRMAN: We'll move on to --

4 MS. RADCLIFFE-MEYERS: Thank you.

5 THE CHAIRMAN: -- Item D, DDRB 2021-015,
6 Artea multifamily, final approval.

7 Ms. Radcliff-Meyers, could we have a staff
8 report, please?

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

11 And before I give the staff report, I did
12 want to -- I did receive a Form 8B, voting
13 conflict, from Board Member Schilling for this
14 project, and so I need to read that into the
15 record.

16 Pursuant to Section 112.3143 of the
17 Florida Statutes, a Form 8B, Memorandum of
18 Voting Conflict, filed by Board Member Bill
19 Schilling, prior to this meeting must be read
20 publicly at the next meeting, after the form is
21 filed.

22 So pursuant to that requirement, Board
23 Member Bill Schilling declares a conflict on
24 DDRB 2021-015, the Artea multifamily
25 development, for the following reasons: The

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1 Artea multifamily that my employer, Kimley-Horn
2 and Associates and Company [sic], is retained
3 by and performing services for Corner Lot
4 Development Group on other projects in the
5 Northeast Florida area.

6 So I wanted to just read that into the
7 record.

8 THE CHAIRMAN: Thank you.

9 MS. RADCLIFFE-MEYERS: So I'll go ahead
10 and give the staff report now.

11 So again, DDRB application 2021-015 is
12 seeking final approval for the construction of
13 a 4-story, 340-unit multifamily development
14 with an attached 4-level, 425 square space --
15 425-space parking garage. Excuse me.

16 Again, the location is off of Broadcast
17 Place, next to the RiversEdge development.

18 Prior, at the meeting on October 14th,
19 2021, the Downtown Development Review Board
20 voted for conceptual approval of application
21 2021-015 subject to the following

22 recommendations: Additional screening to the
23 garage frontage facing Broadcast Place and that
24 the applicant will continue to work with staff
25 on the selection of the streetlights and street

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1 furnishings to ensure the conformance with the
2 updated design guidelines.

3 As seen here, the additional screening has
4 been added to the garage facade facing
5 Broadcast Place and this provides interest in
6 ensuring diminished visibility of the vehicles
7 within the parking garage.

8 The facades provide articulation in the
9 form of balconies, alcoves, overhangs,
10 bump-outs, material and color changes which
11 combine to create a visually dynamic building.

12 The roof line of the outdoor amenity space
13 has been pulled forward to be in line with the
14 roof line of the north-facing facade, creating
15 a clean line to the building.

16 So based on this information, the Downtown
17 Development Review Board staff recommends final
18 approval of DDRB application 2021-015.

19 And this concludes the staff report and
20 staff is available for questions.

21 Thank you.

22 THE CHAIRMAN: Thank you,
23 Ms. Radcliff-Meyers. Appreciate that.

24 If we could have the applicant
25 presentation. I'll recognize Ms. Cyndy

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1 Trimmer.

2 MS. TRIMMER: Thank you so much.

3 Cyndy Trimmer, 1 Independent Drive, Suite
4 1200, on behalf of the applicant.

5 I have in the room with me today Billy
6 Zeits from Corner Lot; Fremont Latimer with
7 Marquis Latimer, the landscape architects for
8 the project. Online I should have the team
9 from Dynamik, the architects, as well as Doug
10 Skiles, who has done the civil engineering for
11 the project.

12 Xzavier, are you clicking for me, or am I?

13 MR. CHISHOLM: (Inaudible.)

14 MS. TRIMMER: Since we are at final, I am
15 not going to belabor all of the points that
16 have remained the same since the original, but
17 I do want to remind everybody that this is a
18 joint project with JTA, and then Corner Lot,
19 who has executed a ground lease with JTA to
20 create what everyone envisions as a
21 transit-oriented development connecting with
22 the Skyway. We still have not been successful
23 in getting an easement for the cross-way in
24 front of the Prudential buildings. We're
25 hopeful. But for now, the connectivity is

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1 programmed around the northern side of the
2 doctors' offices.

3 Moving on to the civil site plan, the only
4 changes here from what you saw originally are
5 on the northern portion of the building. When
6 we came through originally, we had -- we were
7 under the impression that we had the entirety
8 of the space on the northern side for our
9 programming. We have since learned that a
10 portion of that northern frontage is a closed
11 right-of-way for Iowa Street and that the
12 northern portion of that closed right-of-way
13 went to the RiversEdge development. They
14 reached out to us and very politely pointed out
15 that issue, so we have scaled the northern
16 programming back toward the building.

17 We do have 18 feet to play with on the
18 northern frontage of the building, so we were
19 able to increase the pedestrian path on that
20 side and do the programming we need. I will
21 let Fremont detail it, but it doesn't have the
22 large plaza that we originally programmed for
23 there.

24 This site plan, again, shows the realigned
25 Broadcast Place, which I believe you'll be

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1 hearing a little bit more about when RiversEdge
2 does their presentation later. And then there
3 is this triangle between the realigned
4 Broadcast Place and our site that we also
5 remain hopeful we'll be able to partner and
6 work with to do creative programming, but right
7 now that is still right-of-way, it has not been
8 formally abandoned and reverted to our site, so
9 that is not incorporated into the site plan
10 yet.

11 Nothing has changed about the floor plans.
12 They are what you saw originally. The
13 highlight of this being that we have been able
14 to wrap about 75 percent of the garage, and
15 you'll see that in our elevations and the
16 treatment that we have done for that remaining
17 exposed area.

18 Getting into the elevations -- and I do
19 want to take time and talk about the elevations
20 in a little more detail than we did in the
21 conceptual hearing before you move on to the
22 renderings.

23 It is a large building. That's the
24 elephant in the room. We all know it's a large
25 building, but the development team really did

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1 spend a lot of time working on the programming
2 of these facades to try to break it up, to
3 create these individual experiences as you work
4 around the building so that it broke it up, and
5 when you're the pedestrian or the car driving
6 along, you still have a differentiated
7 experience so that you don't have that
8 overwhelming feeling.

9 So starting at the northeast corner of the
10 project, when you're coming up to this
11 building, either coming from RiversEdge or from
12 Prudential, which is how most people will
13 experience the building, you have this
14 articulated corner that has the beautiful
15 rooftop amenity. We were asked to extend the
16 covering of that rooftop amenity out so that it
17 matched up with the roof line for the northern
18 facade. And we did do that. You'll see that
19 in the closer elevations and renderings.

20 But this corner has these beautiful
21 wrapped balconies, great activation right on
22 that corner. And as you start to move down
23 this building, there's all of these different
24 programmed experiences. There's
25 differentiation top to bottom in all of the

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1 structure, and that's accomplished with a mix
2 of bricks on that ground floor, different
3 shades of bricks in different areas of the
4 building. And then above them, the materials
5 change between metal panels, different
6 cementitious panels, lap siding, so that we
7 have all of these, like I said, individual
8 moments going along.

9 So the first one that you have when you
10 come around the corner is with this
11 light-colored brick and then the metal
12 treatment above it. As you transition down
13 around the next one, you have recessed
14 balconies, the darker brick, and then you have
15 this pop of color with the window treatments
16 and the cementitious finish in there.

17 As you come down into the next one, you
18 still have the recessed balconies, but now you
19 have the darker brick. It extends up to the
20 second floor. You have that darker gray
21 cementitious material and then you'll get to
22 have that nice detail of the darker lap siding
23 that is used to accentuate the interior of each
24 of the balconies.

25 When you come down into this next segment
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1 of the building, similar to this earlier one,
2 but here you're going to have protruding
3 balconies, so you really get that nice window
4 experience; you have, again, the pop of color
5 with the windows in there, but it's different
6 from the earlier one.

7 When you get to the main statement piece
8 of the Broadcast Place facade, you get into the
9 entrance of the building. There, you've got
10 all of our activity. That's where we've pulled
11 the building forward up to engage with the
12 pedestrian at the sidewalk. You've got all the
13 transparency at the ground floor so you really
14 experience that activity.

15 That whole big frontage area is with that
16 metal treatment so it is different,
17 accentuated, and we have really announced the
18 entry for the building.

19 And then as you work your way down the
20 rest of the building, you continue to have --
21 there's a kind of pattern, but, again, it
22 changes every time where you have these
23 different experiences. You can really see that
24 they've worked on programming with the windows,
25 using different shapes and styles and sizes, so

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1 it's not monotonous and kind of that
2 overwhelming experience as we get down into the
3 garage.

4 So the garage, we've got a couple of
5 different slides to talk through. So, like I
6 said, about 75 percent of the garage is wrapped
7 and we've got about 25 percent on two facades
8 that do face the frontage.

9 And we spent a lot of time when we were
10 here for conceptual talking about the garage,
11 not wanting to just paint it with a mural, not
12 wanting just mesh screen that didn't really
13 have much going on. There was some suggestion
14 that we should, you know, really try to
15 announce Jacksonville, do something creative
16 with the programming.

17 So you'll be able to see on one of these
18 materials a teal rod that -- they vary in
19 diameter. But what they have done -- and I've
20 handed you a slip sheet so you can see it
21 better because I realized when we got the
22 printouts from our printer that it looks a
23 little dark and it doesn't really drive home
24 the point of the screening.

25 But the slip sheet I showed you, you can
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1 get a better idea. So the colors -- if anybody
2 has met Andy Allen, you know he's that Jax to
3 the max guy, and we've adopted the Jags colors
4 for the screening on the garage. And this
5 material is really great for us because it
6 allows us to make it more dense along the
7 Broadcast Place side where you really do want
8 to cover and have as much screening as
9 possible.

10 We've also incorporated -- if you look
11 around the edges of the garage, we have
12 incorporated the cementitious panel so it ties
13 in with the building and provides a nice border
14 to that.

15 And then as we work our way -- as you work
16 your way around to the other facade, which is
17 going to face the overpass, using this material
18 allowed us to do some fun things in terms of
19 clustering and creating more movement and a
20 dynamic pattern. We're able to move up to the
21 top and really use them in the areas that are
22 going to be visible from the overpass, make
23 them a little lighter so the building can
24 breathe. And we've got the air circulation we
25 need in the garage towards the lower portions

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1 that are going to be landscaped. Fremont will
2 cover that a little bit more in detail when we
3 get to him.

4 The other thing that we've done on this
5 southern facade is add this nice, big blade
6 element that announces the project, brings
7 branding. And you'll see in the images where
8 we show the overpass, that's really what
9 catches your eye and draws you in when you're
10 coming across the overpass. So you really see
11 that sign, you're drawn to it, and then you
12 have the paneling kind of surrounding it to
13 provide activity.

14 In terms of panel -- or materials, because
15 we are here for the final, I kind of ran
16 through the different bricks, the cementitious
17 materials, the metal, but we've got the imagery
18 and the panels in front of me today. And I'm
19 sure Billy would love to Vanna White anything
20 if you want to see them closer.

21 But moving on to the renderings -- so
22 this -- I wanted to talk about those features
23 on the building, on the elevations, so that
24 when you're looking at these renderings, you
25 can kind of focus in on those things and see

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1 how the programming was done.

2 So we have the big picture, but this isn't
3 how you're going to experience this building.
4 When you're driving up to the building, walking
5 around the building, you're going to have these
6 more engaged moments where you're experiencing
7 small segments of the building at the time. So
8 when you're coming up on this corner, you're
9 going to get that beautiful rooftop amenity,
10 you're going to see these lovely, transparent
11 balconies wrapping around.

12 As you move down the building, you're
13 going to get to the part where you have the
14 statement entrance, you've got this awning
15 overhanging, and, again, really pulled up and
16 engaging with the pedestrians.

17 And then we've also included the southern
18 corner coming down Broadcast Place so that you
19 can see what we've done in terms of pulling the
20 residential units back from the sidewalk,
21 programming that with landscaping so we've got
22 some differentiation, but, again, we're still
23 close enough that we're an urban design and
24 we're still engaged.

25 The area that you're seeing right here in
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1 particular is where we start to pull the
2 building back even further, and these units are
3 the ones that start to wrap around the garage,
4 so there's a slightly bigger experience there.

5 And then from the overpass, we show the
6 blade sign in that area that really drives your
7 eye to it and to the screening that's available
8 there. And Fremont can detail more of the
9 mature trees that are in that area and what
10 we're going to do for planting.

11 But I think that gets me over to his part,
12 so I'm going to turn it over to him.

13 MR. LATIMER: Thank you.

14 Fremont Latimer, 34 Cordova Street,
15 St. Augustine.

16 Mr. Chair, board members, thank you.

17 So we'll run through the site. We'll do a
18 cross-section of each of the roadways and the
19 pedestrian clear zones.

20 So this is on the east side of the site.
21 You saw this cross-section previously. Nothing
22 has changed. We have a lot of room. We're
23 blessed with that on this site. So we've got a
24 large landscape space. We have a 10-foot
25 pedestrian clear zone, followed by a 4-foot

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1 amenity zone, and then the bump-outs for the
2 parallel parking give us plenty of soil space
3 to plant shade trees. So along Broadcast
4 Place, you'll see we have a series of live oaks
5 running that entire facade.

6 There was a specific question about the
7 narrowest point of the sidewalk. So where the
8 building steps back and we have the right-turn
9 lane coming up, we have a slightly narrower
10 portion of that -- of that street and
11 pedestrian streetscape, but we still have an
12 8-foot pedestrian clear zone, a 4-foot amenity
13 zone, and then a large landscape space. And
14 that allows us to take the shade trees and put
15 them on the building side of the sidewalk
16 without planting live oaks too close to the
17 building. That's one of my pet peeves, is to
18 see, you know, live oaks shaved in half because
19 they're planted too close to the building.

20 So looking on the north side, this is
21 where we have less space than we thought
22 previously. So we have a 6-and-a-half-foot
23 landscape strip to separate the 8-foot path
24 from the building. And then we have a
25 continuous 4-foot strip on the outside.

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1 And in that area we have sycamores
2 planted; so large shade trees, conical shape,
3 again, trying to keep them off the building,
4 but it's a -- you'll see they're planted
5 25 foot on center. So it should be a
6 contiguous canopy and broad shade, you know,
7 for all of the cyclists, walkers headed towards
8 the JTA facility.

9 On Montana, we have kind of a unique
10 situation because of the -- there's less room
11 on that side of the property. So on the
12 northern half, where there's less room, we have
13 sabal palms planted near the building with a
14 6-foot sidewalk. As we proceed south, we have
15 more room. There's an existing drainage
16 easement that's in there, so it's going to be
17 fairly damp. So you'll see we have a different
18 mix of species with wetlands species. So, you
19 know, red maples.

20 And then on the south side of the
21 building -- so you'll see we have two clusters
22 of trees. So part of this is we wanted to
23 match the scale, both of the parking garage and
24 of the I-95 overpass.

25 So on the east side, the group -- you'll
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1 see kind of rows of trees, that's pines. So we
2 want to get them tall and narrow, and we'll
3 keep the visibility for that corner, for the
4 Artea blade sign you saw.

5 And then along the west side, where we've
6 got the staggered row of trees, those are all
7 bald cypress. That's our dry retention pond.
8 So it's everywhere where it has moisture, you
9 know, more moist conditions, we'll have those
10 trees.

11 So what we've got is a large collection of
12 native trees throughout. I mean, it's live
13 oaks, sycamores, maples, pines, bald cypress.
14 I mean, these are kind of the iconic species of
15 North Florida.

16 So we meet and exceed all of the
17 streetscape zones, both for amenity zones,
18 pedestrian clear space. And then we
19 have actually a fairly generous landscape
20 buffer around the base of the building, which
21 will give us a chance to really create a nice
22 pedestrian experience.

23 Site furniture. So there's the tree
24 planting schedule we can go back and detail.
25 If Mr. Loretta wants to talk trees, we can do

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1 that further on -- later on.
 2 And then talking about the streetscape
 3 furniture, we have the streetscape furniture
 4 laid out, both in terms of, you know, where
 5 trash cans are going, benches, bike racks.
 6 These may change as the -- the streetscape
 7 guidelines are finalized, so we'll be working
 8 with staff on that. But I think the locations
 9 are nailed down and there's this -- there's
 10 plenty of amenities, plenty of places for, you
 11 know, people to get rid of trash, to sit down,
 12 park their bikes.
 13 Let's see, the next one is lighting. So
 14 we'll be tying into the larger streetscape as
 15 the lighting gets finished on Broadcast Place,
 16 but generally this is the spacing of the
 17 lighting. And currently, that's the light --
 18 the traditional acorn is the light fixture
 19 that's selected for this area, but -- and we'll
 20 work with staff as all of the streetscape
 21 guidelines get finalized.
 22 And you can see the pavers that are
 23 currently selected. So with the paving, we're
 24 separating the amenity zone from the clear
 25 zone. We want to make sure the -- you know,
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1 everybody is asking for, and then we have
 2 4 feet or 2 feet, whatever it wants to be, of
 3 the special pavement behind, but --
 4 So, like, what they show bottom right, the
 5 typical streetscape, Southbank, that's actually
 6 what we have in our code, which is not ideal,
 7 in my opinion. What is ideal is what they've
 8 designed, and so I'm super glad to see that.
 9 And, you know, I do a horrible job
 10 responding to staff's request for me to provide
 11 input. There's my input.
 12 Beyond that -- I don't want to get into --
 13 you know, I'm a little -- I wouldn't plant a
 14 sycamore, but I'll let you guys plant the
 15 sycamore if that's what you want.
 16 Other than that, I mean, it's a great
 17 project. Everything that they're doing is
 18 exactly what I think we're all asking for, and
 19 so I'm fully in support.
 20 Thank you.
 21 THE CHAIRMAN: Thank you, Mr. Loretta.
 22 Ms. Durden.
 23 BOARD MEMBER DURDEN: Thank you,
 24 Mr. Chair.
 25 I would -- I'm fine with the project. I
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1 that the path of travel is clear so that that
 2 material is very evident, but then we're taking
 3 that accent paver and outlining the entrance to
 4 the building. It's all by, you know, punching
 5 up that -- that portion of the flatwork.
 6 And that concludes that portion of the
 7 presentation.
 8 THE CHAIRMAN: Thank you. Appreciate
 9 that.
 10 Mr. Chisholm, any public comments?
 11 MR. CHISHOLM: To the Chair, we do not.
 12 THE CHAIRMAN: Thank you.
 13 Then I'll look for board comments. We'll
 14 start with Mr. Loretta.
 15 BOARD MEMBER LORETTA: Could you go back
 16 two slides?
 17 MR. CHISHOLM: (Complies.)
 18 BOARD MEMBER LORETTA: I just want to, you
 19 know, let everybody know, so -- my opinion
 20 here. This is kind of how I think we should be
 21 doing streetscape design guidelines in the city
 22 of Jacksonville. So in the end it's like, what
 23 we should be pushing for is these curb
 24 bump-outs within the parallel parking area so
 25 that we can actually get shade trees that
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1 do think it's a really long building, and I am
 2 glad to see the effort that's been made to
 3 distinguish the sections of the facade. I
 4 think that will help.
 5 There's one other place that I -- I'm just
 6 wondering about, and that's in your main
 7 entrance where your amenity -- I think it's
 8 called the amenity center. And I was --
 9 normally, I don't talk about architecture
 10 because it's not my area, but from a pedestrian
 11 perspective I'm wondering if that portion on
 12 the ground floor could be pushed back -- the
 13 building facade itself could be pushed back
 14 slightly so that it -- it created, like, a
 15 covered kind of enclave, for lack of a better
 16 word, just in that one area because --
 17 And I'm looking, for instance, at slide
 18 number 22. It's really the area under the roof
 19 addition that -- if the line of the wall was
 20 just slightly pushed in towards the building, I
 21 think it would give it some, you know, like --
 22 well, quite frankly, an elegant, sophisticated
 23 sense of entry into that -- that this is the
 24 main entrance that -- it adds to the -- if you
 25 will, the kind of long wall that we're dealing
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1 with.

2 I apologize for not thinking of that

3 earlier, you know, when you were under

4 conceptual, but it does seem like -- as you can

5 see in this picture, it's just one -- it's just

6 a continuous wall there, and if it was pushed

7 in, let's say, you know, 10 or 12 feet, that

8 you would have a covered area there that would

9 really be a welcoming -- it would make it much

10 more of a statement, kind of an architectural

11 statement.

12 I don't know whether my -- I would be

13 interested in hearing what my other board

14 members, who are architects -- whether that

15 makes any sense at all.

16 I will go back to -- I'll switch gears. I

17 love what you guys did with the garage. That's

18 a big improvement. And, you know, I think it

19 will, in the end, make your project a lot more

20 successful.

21 And I also like the way that you banded it

22 with the -- with the -- well, I'm just going to

23 say with the white around the building. I

24 think that adds a lot, too, to the look of it.

25 So you guys are doing great with the

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1 pedestrian, which is my normal area that I am

2 focused on. I appreciate what you're going

3 through. I know people are just going to end

4 up walking across, in front. I mean, that's --

5 that's just going to be human nature.

6 I hope that you can work something out

7 because as a TOD project, you want to be able

8 to have that really strong, nice connection.

9 So maybe JTA can help you influence the

10 adjacent property owner.

11 Thank you very much, Mr. Chairman.

12 THE CHAIRMAN: Thank you, Ms. Durden.

13 Mr. Schilling.

14 BOARD MEMBER SCHILLING: Thank you,

15 Mr. Chairman.

16 As noted by Ms. Radcliff-Meyers, I do have

17 a voting conflict, so I won't be voting on this

18 item, and I have no comments on the project.

19 Thank you.

20 THE CHAIRMAN: Thank you, Mr. Schilling.

21 Mr. Davisson.

22 BOARD MEMBER DAVISSON: Did you have these

23 renderings in the first go-round?

24 MS. TRIMMER: Through the Chair, we did

25 not have all of these renderings.

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1 BOARD MEMBER DAVISSON: They certainly

2 show your building better than the elevations

3 did.

4 You know, regarding the elephant, it's a

5 big building. And I know you're spreading --

6 you know, I know what you're doing here.

7 As far as the entry goes, it's one of

8 those things, if you're building a building, do

9 you want to spend \$100,000 to lose \$100,000

10 worth of space? Because that's what's --

11 that's what you're doing. Is it worth it? And

12 they've got a lot of building to spread money

13 on the skin, and where -- where do you put it?

14 I'm fine with the entrance, but you're --

15 like I said, I think the building -- what

16 you've done on the ground floor, you know, the

17 streetscape, as well as, you know, a lot of

18 variety in material, you know, helps this big,

19 long, flat facade.

20 So that's all.

21 THE CHAIRMAN: Thank you.

22 As the other architect, I'll respond to

23 Ms. Durden's comment. I'm not sure that

24 recessing the leasing amenity space is going to

25 significantly improve the architecture. I

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1 think you'd have to do a lot more. So I'd

2 agree with Mr. Davisson that what you've done

3 is probably okay for such a long building, and

4 the need to maximize every square inch of the

5 site, which is what you've done.

6 I will ask, is the brick that you're

7 showing, is that like a thin brick tile or is

8 that a real modular brick?

9 MS. TRIMMER: Through the Chair, my

10 understanding is that that is true brick

11 running up the first floor through most of it,

12 up to the second floor in some areas. If

13 Russell is on and I am wrong, he can correct

14 me, but when we were talking about it as the

15 group, my understanding was brick.

16 ZOOM MEMBER: You're correct, Cyndy.

17 THE CHAIRMAN: Great.

18 And having real brick will really help

19 because that will pull out a little bit of the

20 (inaudible) and it will feel like a higher

21 quality.

22 With that, I don't have any further

23 comments. And I'll ask our council members if

24 there's any comments.

25 COUNCIL MEMBER FERRARO: I'm fine.

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1 THE CHAIRMAN: No, Mr. Ferraro.
 2 Any from you, Council Member Boylan?
 3 COUNCIL MEMBER BOYLAN: Thank you.
 4 In fairness, this is the first opportunity
 5 that I've had to see this rendering and
 6 proposal.
 7 I guess I do have a question with
 8 respect -- I hear an awful lot of conversation
 9 about pedestrian traffic. I assume it's along
 10 the sidewalk there of the building. That
 11 relies upon pedestrian traffic. It seems
 12 pretty important to this project. I don't see
 13 a lot of opportunity to provide them cover, if
 14 you will. I don't know if that was a
 15 consideration or not, but it just seems to me
 16 that -- that's kind of overlooked in the -- in
 17 encouraging pedestrian traffic along the road
 18 for -- or along the building, but I'll leave
 19 that for all of you to decide.
 20 THE CHAIRMAN: Thank you, Council Member
 21 Boylan.
 22 I think what he was referring to is maybe
 23 just coverage along the sidewalk and -- you
 24 know, I think without responding -- or speaking
 25 for you, but the trees will help a lot in that

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1 MR. LATIMER: Thank you very much.
 2 MS. TRIMMER: Billy, you wanted to --
 3 MR. ZEITS: If I could, through the Chair
 4 to the board and --
 5 THE CHAIRMAN: And if you would state your
 6 name and address, please.
 7 MR. ZEITS: Billy Zeits, 1819 Goodwin
 8 Street, Jacksonville, 32206.
 9 I work with Corner Lot Development. And
 10 on behalf of the developer, through the --
 11 through the Chair and to both councilmen on --
 12 this is my fourth DDRB meeting. We have two
 13 more coming up. You'll see us back here again
 14 in March. Our group is committed to downtown.
 15 I can't say enough about the staff and the
 16 board's valuable feedback when we come here. I
 17 mean, a lot of credit goes to our design team,
 18 but without you guys taking the time to read
 19 the package, and ladies, to give us feedback
 20 that we can put into our projects that make our
 21 city better, we -- we really couldn't get here
 22 and get through this process. So I appreciate
 23 your service and I appreciate your time and we
 24 truly appreciate staff, so -- and have a --
 25 happy holidays, guys.

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1 regard. Trees will also help a lot in hiding
 2 the long facade. So the more of those the
 3 better. I think you've got a lot in there.
 4 So thank you for those comments, Council
 5 Member Boylan.
 6 If there's no other comments, I'll look
 7 for a motion.
 8 BOARD MEMBER LORETTA: Motion for
 9 approval.
 10 THE CHAIRMAN: Thank you, Mr. Loretta.
 11 We have a motion for approval. Do I have
 12 a second?
 13 BOARD MEMBER DAVISSON: Second.
 14 THE CHAIRMAN: I have a second from
 15 Mr. Davisson. Thank you.
 16 All in favor, please say aye.
 17 BOARD MEMBERS: Aye.
 18 (Board Member Schilling abstains from
 19 voting.)
 20 THE CHAIRMAN: Any opposed?
 21 BOARD MEMBERS: (No response.)
 22 THE CHAIRMAN: And we have one abstention,
 23 Mr. Schilling.
 24 The motion passes.
 25 Thank you very much.

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1 THE CHAIRMAN: Appreciate that. Thank
 2 you.
 3 MS. RADCLIFFE-MEYERS: Thank you.
 4 THE CHAIRMAN: We have a change in the
 5 agenda. Item E has been pulled from this
 6 month's DDRB meeting, so we won't be going
 7 to E, but we will be going to old business, and
 8 I'll take any old business from staff or the
 9 board.
 10 (No response.)
 11 THE CHAIRMAN: Okay. Hearing none, I'll
 12 move on to new business.
 13 Any new business, staff?
 14 MS. RADCLIFFE-MEYERS: Yes. Thank you,
 15 Chairman Lee.
 16 So this past Monday I did send out an
 17 email to the board, again, talking about --
 18 that GAI is working on our design guidelines,
 19 doing updates, but we have started to realize,
 20 per a lot of conversations that we've had and a
 21 lot of meetings, that we probably also need to
 22 start looking at our Ordinance Code and making
 23 some updates to that.
 24 So what we, as staff, are proposing is --
 25 if it pleases the board, that we either get --

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101

1 maybe there's a committee of board members put
2 together or even everyone -- if it's a working
3 meeting, that we get together maybe the second
4 week of January, third week of January,
5 sometime there, and we start collecting board
6 member conversations about what parts of the
7 ordinance you all feel really needs to be
8 updated and changed and we start working on
9 those so we can start really making sure that
10 we capture the projects we want and then get --
11 put forward the projects that we really want to
12 see happening for Jacksonville.

13 THE CHAIRMAN: Great. I would be in
14 support of that. I would also be in support of
15 maybe having a smaller committee work on that
16 with staff. That would be the direction I
17 think I would recommend.

18 MS. RADCLIFFE-MEYERS: Great. If it's
19 okay with you, Chairman Lee, what I can do is
20 I'll send out an email to everyone and whoever
21 would like to volunteer for that can do so.

22 THE CHAIRMAN: Okay.

23 MS. RADCLIFFE-MEYERS: We can establish
24 the committee that way and then establish a
25 meeting time and go from there.

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102

1 THE CHAIRMAN: Okay. Thank you.

2 MS. RADCLIFFE-MEYERS: Thank you.

3 THE CHAIRMAN: Is there any other new
4 business from the board?

5 BOARD MEMBER LORETTA: May I ask a
6 question?

7 THE CHAIRMAN: Yeah.

8 BOARD MEMBER LORETTA: And I know we've
9 got Ms. Grandin here.

10 I get confused -- there's been a couple of
11 times lately where we've had members -- like
12 today, Mr. Schilling, not vote on Artea. And I
13 just don't feel like you have a conflict. I
14 mean, just because Kimley-Horn has done work
15 with Corner Lot, you're not doing work with
16 Corner Lot on this specific project.

17 I don't feel as though -- it's going to be
18 a big burden on our board if we're going to
19 take that harsh of a line.

20 And, Craig, you did that recently, I
21 think, with JWB.

22 I mean, in the end -- you know, I'm
23 working with both of these entities, but I'm a
24 professional and I'm here on the board to, you
25 know, provide my opinion. I'm not in conflict

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103

1 because I'm not working and getting paid on
2 these properties.

3 I just don't -- I don't understand as
4 though -- why, you know -- and I guess maybe we
5 need to let legal provide their opinion, but
6 based on my interpretation we're allowed to,
7 you know -- otherwise, if we're all going to --
8 you know, nobody is going to be able to do work
9 here. You know, I just don't understand.

10 So I guess I would like to maybe ask
11 Susan. My personal opinion is you guys should
12 not be in conflict unless you feel as though
13 you can't be professional and be respectful
14 that we still have a job to do, and I don't
15 believe that's the case. I think you do, so I
16 don't feel like -- my opinion is you shouldn't
17 be in conflict, so I would like to hear from
18 Ms. Grandin.

19 MS. GRANDIN: So to Mr. Loretta, through
20 the Chair, it doesn't really have anything to
21 do with your professionalism. It has to do
22 with the voting conflict laws that are in the
23 state statute.

24 So to answer your question about if it's
25 the particular project that's being voted on or

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104

1 the company at large, that's a good question
2 and I'm going to talk to our ethics people to
3 get that clarification for you because I do
4 agree -- I see your point because it's -- you
5 know, if you have done one job with some
6 developer, then that doesn't -- I don't know
7 that that means you can't have a vote on any
8 other project that they do. So I'll look at
9 that for you.

10 I'm sorry I don't have the answer for you
11 right now, but it's pretty specific in the
12 statute --

13 BOARD MEMBER LORETTA: That's okay. No,
14 I'd appreciate it because I believe that -- for
15 the sanctity of this board, we need to have
16 that information because, you know -- I mean,
17 shoot -- I mean, the group that came through
18 first today, Katherine Mosley, I mean, she went
19 through, you know, 12 different consultants
20 here in town in the past five years. I mean,
21 Corner Lot and, you know, everybody.

22 It's just -- they're either not going to
23 be able to submit or we're going to lose
24 multiple board members, and so -- on the
25 Planning Commission it happens on a very

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105

1 regular basis, people, you know --
 2 MS. GRANDIN: Historic Preservation
 3 Commission for sure.
 4 BOARD MEMBER LORETTA: Yeah. So I just --
 5 I'd appreciate your review with the ethics
 6 committee to --
 7 MS. GRANDIN: I'll do that. And I'll get
 8 a memo out to the board on that.
 9 THE CHAIRMAN: Mr. Davisson, comments?
 10 BOARD MEMBER DAVISSON: I understand
 11 there's ethics and -- I think it has to do more
 12 with the personal -- I have certain clients
 13 that I have been detached from for years or I
 14 have clients that I'm working with directly on
 15 a project. There are clients -- I think it
 16 comes down to -- it's the litmus test, does it
 17 feel right.
 18 BOARD MEMBER LORETTA: Yeah. Well,
 19 that's --
 20 BOARD MEMBER DAVISSON: It's my judgment
 21 call. And if I think -- if I'm uncomfortable
 22 with a project, with a developer or someone, an
 23 owner, I mean, it -- it's a judgment call. And
 24 every time that I've ever abstained, it was my
 25 judgment, even though, you know -- and there

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106

1 have been times when there have been people up
 2 here that I've worked with or I'm working for,
 3 but I didn't -- you know, it's a different
 4 condition.
 5 BOARD MEMBER LORETTA: Okay. Well -- and
 6 I guess -- you know, I just want to let folks
 7 know -- I have worked with JWB. I'm working
 8 with Corner Lot. But in my opinion, I don't
 9 feel as though I'm in conflict to review their
 10 projects in a -- you know, that I'm not working
 11 on. So, I mean, as long as -- I'm just putting
 12 it out there. As long as y'all are willing to
 13 be okay with it, you know, I'm okay with it.
 14 And so I don't -- you know, I don't want to
 15 make sure -- or make it uncomfortable for
 16 others.
 17 THE CHAIRMAN: Thank you, Mr. Loretta.
 18 When you're able to find those criteria,
 19 would you circulate them to the entire board --
 20 MS. GRANDIN: Yes. I'll write a memo to
 21 that effect because it's pretty specific in the
 22 statute.
 23 THE CHAIRMAN: Thank you.
 24 Okay. Any other new business?
 25 (No response.)

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107

1 THE CHAIRMAN: Okay. Hearing none, I'll
 2 move to public comments.
 3 Mr. Chisholm.
 4 MR. CHISHOLM: No, Mr. Chair.
 5 THE CHAIRMAN: Thank you all.
 6 Move to adjourn.
 7 (The foregoing proceedings were adjourned
 8 at 3:54 p.m.)
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108

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 2
 3 STATE OF FLORIDA)
 4)
 5 COUNTY OF DUVAL)
 6
 7 I, Diane M. Tropa, Florida Professional
 8 Reporter, certify that I was authorized to and did
 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.
 12
 13
 14
 15 DATED this 2nd day of January 2022.
 16
 17 _____
 18 Diane M. Tropa
 19 Florida Professional Reporter
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\$	3	<p>8-foot [2] - 86:12, 86:23 80-foot [1] - 58:6 8B [2] - 72:12, 72:17</p>	<p>6:24, 13:14, 14:3, 31:11, 31:23, 32:7, 32:8, 73:22, 74:3 additions [1] - 18:9 address [5] - 5:25, 7:1, 9:13, 39:15, 99:6 addressed [2] - 7:4, 26:21 addressing [3] - 6:24, 31:17, 68:25 adds [2] - 92:24, 93:24 adjacent [2] - 19:22, 94:10 adjourn [1] - 107:6 adjourned [1] - 107:7 Administrative [1] - 1:20 adopted [1] - 82:3 advertising [15] - 38:17, 39:25, 40:10, 43:21, 45:17, 46:18, 46:20, 47:19, 51:10, 52:15, 54:2, 55:23, 55:24, 55:25, 70:5 aesthetically [1] - 23:16 African [3] - 64:18, 64:21, 65:15 African-American [3] - 64:18, 64:21, 65:15 afternoon [1] - 37:3 agenda [1] - 100:5 agree [6] - 45:17, 45:18, 47:16, 48:2, 96:2, 104:4 agreed [1] - 29:14 agreement [1] - 29:11 ahead [3] - 2:3, 65:1, 73:9 air [1] - 82:24 AL [1] - 1:18 alcohol [2] - 66:19, 67:4 alcohol-related [1] - 67:4 alcoves [1] - 74:9 Allen [1] - 82:2 allow [4] - 34:7, 36:17, 63:2, 63:5 allowable [2] - 58:4, 58:9 allowed [15] - 24:22, 34:22, 36:2, 43:24, 46:22, 46:25, 47:4, 57:5, 58:4, 58:5, 58:19, 61:20, 70:8, 82:18, 103:6 allows [2] - 82:6, 86:14</p>	<p>almost [4] - 53:18, 53:23, 55:6, 69:9 alone [1] - 3:22 ALSO [1] - 1:16 altering [1] - 14:9 alternate [1] - 15:18 alternating [1] - 10:5 ambient [1] - 11:22 amenities [1] - 89:10 amenity [13] - 3:23, 12:13, 74:12, 78:15, 78:16, 84:9, 86:1, 86:12, 88:17, 89:24, 92:7, 92:8, 95:24 American [3] - 64:18, 64:21, 65:15 amount [4] - 27:25, 63:18, 63:21, 71:12 Andy [1] - 82:2 animated [4] - 36:2, 36:4, 52:22, 56:22 announce [1] - 81:15 announced [1] - 80:17 announces [1] - 83:6 answer [8] - 16:20, 28:16, 28:19, 50:13, 51:18, 66:2, 103:24, 104:10 apologize [1] - 93:2 apparent [1] - 35:23 applicant [23] - 5:19, 24:1, 24:8, 24:19, 25:20, 36:25, 37:1, 50:11, 51:5, 51:18, 52:7, 53:8, 60:15, 61:6, 61:11, 62:1, 66:14, 67:7, 69:14, 70:22, 73:24, 74:24, 75:4 applicant's [1] - 5:20 applicants [2] - 61:12, 70:13 application [11] - 3:17, 4:3, 5:7, 6:18, 10:15, 34:6, 36:15, 70:25, 73:11, 73:20, 74:18 apply [3] - 61:16, 62:5, 62:25 appreciate [25] - 2:10, 5:16, 6:5, 16:22, 17:22, 25:22, 25:23, 31:8, 31:15, 31:21, 31:22, 32:16, 39:8, 46:17, 49:21, 72:1, 74:23, 90:8, 94:2, 99:22, 99:23, 99:24, 100:1, 104:14, 105:5 appreciated [1] - 20:13</p>
1	<p>3,000-square-foot [2] - 3:21, 4:25 30 [1] - 10:4 32 [1] - 29:25 32205 [1] - 39:17 32206 [1] - 99:8 32224 [1] - 22:17 326.104 [1] - 41:5 34 [1] - 85:14 340-unit [1] - 73:13 3:54 [1] - 107:8</p>	A		
<p>1 [2] - 28:22, 75:3 10 [4] - 4:7, 4:13, 58:19, 93:7 10-foot [3] - 7:16, 10:6, 85:24 100 [1] - 6:3 100-watt [1] - 41:10 10th [2] - 2:16, 4:1 112.3143 [1] - 72:16 12 [2] - 93:7, 104:19 12-foot [3] - 6:13, 6:14, 14:2 1200 [2] - 28:23, 75:4 13901 [1] - 22:15 14th [1] - 73:18 16 [3] - 1:6, 2:1, 2:4 18 [1] - 76:17 1819 [1] - 99:7 1848 [1] - 39:16 1995 [1] - 37:20 1st [1] - 1:7</p>	4	<p>abandoned [1] - 77:8 ability [1] - 61:11 able [20] - 24:15, 42:12, 51:14, 54:14, 54:16, 56:12, 56:17, 56:21, 60:5, 70:13, 70:14, 76:19, 77:5, 77:13, 81:17, 82:20, 94:7, 103:8, 104:23, 106:18 abstained [1] - 105:24 abstains [1] - 98:18 abstention [1] - 98:22 abut [1] - 19:2 accent [1] - 90:3 accentuate [1] - 79:23 accentuated [1] - 80:17 acceptable [1] - 24:4 access [8] - 6:13, 7:6, 7:9, 11:18, 13:3, 13:10, 22:1, 28:11 accessory [1] - 11:25 accommodate [1] - 42:18 accomplish [1] - 22:4 accomplished [1] - 79:1 accomplishing [1] - 16:4 account [1] - 25:16 acorn [1] - 89:18 Acosta [2] - 20:9, 20:10 Action [1] - 2:15 activated [1] - 27:24 activation [2] - 5:2, 78:21 activity [4] - 50:10, 80:10, 80:14, 83:13 actual [3] - 24:14, 56:11, 64:15 ad [1] - 43:12 add [7] - 8:13, 26:24, 32:20, 49:14, 64:6, 71:8, 83:5 added [3] - 8:19, 31:23, 74:4 adding [5] - 4:22, 9:1, 10:21, 22:3, 44:24 addition [3] - 20:7, 23:18, 92:19 additional [10] - 5:2,</p>		
2	<p>4 [3] - 23:3, 56:4, 91:2 4-by-6 [3] - 38:7, 48:12, 58:5 4-foot [3] - 85:25, 86:12, 86:25 4-level [1] - 73:14 4-story [1] - 73:13 40 [2] - 41:9, 59:14 400 [1] - 58:20 400-square-foot [1] - 58:21 41 [1] - 12:9 4162 [1] - 37:4 425 [1] - 73:14 425-space [1] - 73:15</p>	5	<p>5-by-10 [1] - 38:6 50-foot-long [1] - 38:2 50-square-foot [1] - 38:5 501(c)(3) [2] - 65:25, 69:15 501(c)(3) [1] - 69:18 502 [1] - 3:24</p>	
<p>2 [1] - 91:2 20 [1] - 41:11 20-foot [1] - 58:6 200 [1] - 22:16 2021 [6] - 1:6, 2:1, 2:4, 2:16, 4:1, 73:19 2021-014 [2] - 4:10, 5:11 2021-015 [5] - 72:5, 72:24, 73:11, 73:21, 74:18 2021-018 [6] - 3:7, 3:17, 4:3, 4:8, 5:7, 5:9 2021-020 [3] - 33:23, 34:6, 36:15 2022 [1] - 108:15 214 [1] - 1:8 22 [1] - 92:18 24 [3] - 36:19, 38:4, 56:5 24-hour [1] - 67:22 24-square-foot [1] - 34:8 25 [2] - 81:7, 87:5 270 [1] - 3:20 2:00 [2] - 1:7, 2:1 2nd [1] - 108:15</p>	6	<p>6 [2] - 23:3, 56:5 6-and-a-half-foot [1] - 86:22 6-foot [1] - 87:14 60 [1] - 17:15 625 [1] - 6:20</p>		
3	<p>7</p>	7	<p>7-deck [1] - 3:23 75 [2] - 77:14, 81:6</p>	
4	<p>8</p>	8	<p>8 [3] - 6:20, 10:6, 22:9</p>	

<p>approaches [4] - 5:21, 22:14, 28:20, 37:2 appropriate [1] - 9:23 approval [34] - 2:15, 2:24, 3:8, 3:18, 4:3, 5:7, 7:1, 20:16, 21:4, 25:9, 27:6, 29:14, 32:21, 33:1, 33:9, 34:6, 36:15, 45:4, 51:1, 57:17, 60:9, 61:19, 61:21, 66:6, 68:6, 68:17, 68:23, 72:6, 73:12, 73:20, 74:18, 98:9, 98:11 approve [4] - 2:22, 48:3, 51:17, 69:24 approved [6] - 6:11, 34:25, 35:7, 58:13, 61:17, 68:4 approving [3] - 23:20, 51:13, 54:18 architect [1] - 95:22 architects [3] - 75:7, 75:9, 93:14 architectural [5] - 4:20, 8:1, 8:5, 31:24, 93:10 architecture [3] - 17:19, 92:9, 95:25 area [22] - 7:19, 10:25, 17:16, 21:17, 26:4, 38:16, 56:1, 58:4, 73:5, 77:17, 80:15, 84:25, 85:6, 85:9, 87:1, 89:19, 90:24, 92:10, 92:16, 92:18, 93:8, 94:1 areas [5] - 14:14, 37:25, 79:3, 82:21, 96:12 arrival [2] - 11:17, 13:22 Artea [5] - 72:6, 72:24, 73:1, 88:4, 102:12 articulated [1] - 78:14 articulation [1] - 74:8 Arts [1] - 44:12 Assistant [1] - 1:20 Associates [1] - 73:2 Association [1] - 65:16 assume [2] - 23:3, 97:9 assuming [2] - 23:23, 32:5 Atlanta [1] - 6:4 attached [1] - 73:14 attempt [1] - 68:8 attention [3] - 31:3, 31:10, 31:11</p>	<p>attorney [3] - 43:12, 43:22, 46:21 Augustine [2] - 37:4, 85:15 Authority [1] - 3:14 authorized [1] - 108:8 automatic [1] - 42:3 automatically [2] - 42:9, 49:12 available [6] - 5:13, 36:21, 47:21, 47:22, 74:20, 85:7 Avenue [7] - 3:7, 3:16, 4:9, 5:11, 18:14, 31:25, 39:17 awful [1] - 97:8 awning [1] - 84:14 aye [6] - 3:1, 3:2, 33:15, 33:16, 98:16, 98:17</p>	<p>81:21, 82:1, 92:15, 95:2, 98:3, 99:21 between [5] - 16:1, 17:18, 35:11, 77:3, 79:5 beyond [2] - 54:23, 91:12 big [9] - 26:1, 47:23, 80:15, 83:5, 84:2, 93:18, 95:5, 95:18, 102:18 bigger [2] - 59:14, 85:4 bike [1] - 89:5 bikes [1] - 89:12 Bill [2] - 72:18, 72:23 billboard [4] - 40:5, 41:24, 54:10, 54:11 billboards [1] - 39:22 Billy [4] - 75:5, 83:19, 99:2, 99:7 bit [20] - 8:1, 8:6, 8:21, 13:4, 14:5, 14:22, 15:1, 15:15, 15:19, 16:9, 21:14, 35:3, 49:18, 50:24, 51:2, 70:1, 70:8, 77:1, 83:2, 96:19 blade [3] - 83:5, 85:6, 88:4 blessed [1] - 85:23 blue [1] - 13:12 BOARD [88] - 1:2, 1:12, 2:19, 2:22, 2:23, 3:2, 3:4, 17:5, 18:2, 19:5, 19:15, 19:24, 20:3, 20:6, 21:5, 21:8, 22:5, 22:8, 22:11, 22:23, 23:5, 23:8, 23:11, 23:14, 25:1, 25:17, 26:9, 27:8, 27:12, 33:8, 33:10, 33:16, 33:18, 40:19, 41:16, 42:23, 43:1, 43:25, 44:5, 49:4, 49:7, 49:20, 50:22, 53:7, 53:16, 55:4, 56:15, 56:23, 57:13, 57:16, 57:19, 57:25, 58:23, 58:25, 59:5, 59:11, 59:12, 59:25, 60:3, 64:12, 64:20, 65:2, 65:7, 65:19, 67:16, 67:18, 68:10, 69:2, 71:5, 71:7, 90:15, 90:18, 91:23, 94:14, 94:22, 95:1, 98:8, 98:13, 98:17, 98:21, 102:5, 102:8,</p>	<p>104:13, 105:4, 105:10, 105:18, 105:20, 106:5 board [51] - 14:21, 14:25, 17:2, 17:22, 23:24, 25:14, 31:1, 31:4, 33:7, 40:17, 45:19, 45:25, 49:1, 50:15, 51:19, 56:9, 59:22, 62:13, 62:16, 62:17, 62:18, 62:20, 62:22, 63:2, 63:8, 63:17, 63:20, 64:13, 65:20, 67:20, 68:3, 70:18, 70:21, 71:9, 85:16, 90:13, 93:13, 99:4, 100:9, 100:17, 100:25, 101:1, 101:5, 102:4, 102:18, 102:24, 104:15, 104:24, 105:8, 106:19 Board [19] - 1:14, 1:14, 1:15, 4:2, 5:6, 24:6, 36:14, 40:23, 43:18, 56:19, 58:10, 59:3, 59:17, 72:13, 72:18, 72:22, 73:19, 74:17, 98:18 board's [1] - 99:16 boards [3] - 42:2, 42:4, 62:9 bollards [1] - 21:24 border [1] - 82:13 bottom [4] - 8:10, 13:22, 78:25, 91:4 bought [1] - 37:19 boundaries [1] - 35:6 bounded [1] - 34:10 Boylan [8] - 2:12, 2:13, 30:22, 31:21, 64:6, 97:2, 97:21, 98:5 BOYLAN [6] - 1:18, 30:17, 30:21, 30:23, 64:8, 97:3 Brad [1] - 22:15 brand [1] - 58:2 brand-new [1] - 58:2 branding [1] - 83:7 break [2] - 35:11, 78:2 breathe [1] - 82:24 breeze [1] - 6:7 BRENNA [1] - 1:13 Brenna [1] - 22:18 brick [9] - 79:11, 79:14, 79:19, 96:6, 96:7, 96:8, 96:10, 96:15, 96:18 bricks [3] - 79:2, 79:3,</p>	<p>83:16 brief [1] - 31:22 bright [7] - 15:4, 42:8, 42:16, 42:19, 46:10, 63:10 brighter [2] - 42:10, 63:24 brightness [4] - 42:6, 42:21, 63:9, 63:13 bring [5] - 15:7, 36:1, 53:1, 53:24, 70:20 bringing [2] - 18:4, 19:25 brings [1] - 83:6 broad [1] - 87:6 Broad [3] - 34:13, 37:13, 56:3 Broadcast [10] - 73:16, 73:23, 74:5, 76:25, 77:4, 80:8, 82:7, 84:18, 86:3, 89:15 broke [1] - 78:4 broken [2] - 12:5, 28:3 brought [8] - 6:25, 7:8, 27:22, 51:14, 51:23, 53:3, 54:3, 71:15 buffer [1] - 88:20 building [78] - 3:23, 8:7, 8:18, 10:17, 11:23, 12:1, 12:7, 12:11, 12:13, 14:22, 15:14, 19:2, 19:23, 34:15, 34:16, 34:21, 34:22, 37:12, 38:1, 38:2, 56:18, 57:2, 57:3, 58:3, 58:7, 58:16, 58:18, 60:17, 74:11, 74:15, 76:5, 76:16, 76:18, 77:23, 77:25, 78:4, 78:11, 78:13, 78:23, 79:4, 80:1, 80:9, 80:11, 80:18, 80:20, 82:13, 82:23, 83:23, 84:3, 84:4, 84:5, 84:7, 84:12, 85:2, 86:8, 86:15, 86:17, 86:19, 86:24, 87:3, 87:13, 87:21, 88:20, 90:4, 92:1, 92:13, 92:20, 93:23, 95:2, 95:5, 95:8, 95:12, 95:15, 96:3, 97:10, 97:18 Building [4] - 1:7, 41:4, 41:13 buildings [3] - 3:20, 12:14, 75:24 built [3] - 20:16, 42:9,</p>	
B					
<p>balconies [7] - 74:9, 78:21, 79:14, 79:18, 79:24, 80:3, 84:11 bald [2] - 88:7, 88:13 Ball [1] - 1:7 banded [1] - 93:21 banner [1] - 59:16 bar [1] - 12:9 barrier [1] - 22:21 bars [4] - 12:10, 12:17, 12:21, 12:23 base [2] - 46:19, 88:20 based [4] - 5:5, 36:13, 74:16, 103:6 basis [2] - 45:22, 105:1 bat [1] - 17:10 beachy [1] - 15:16 beautiful [4] - 9:19, 78:14, 78:20, 84:9 became [1] - 68:21 behalf [2] - 75:4, 99:10 behind [4] - 7:6, 28:19, 44:8, 91:3 belabor [1] - 75:15 belief [1] - 54:23 belong [1] - 61:17 benches [2] - 14:12, 89:5 benefit [3] - 47:23, 55:1, 68:19 benefits [4] - 37:10, 37:23, 38:11, 48:10 best [2] - 24:23, 68:9 better [10] - 17:21, 31:24, 34:19, 67:1,</p>	Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300				

<p>63:16 bulb [1] - 41:10 bulbs [1] - 41:9 bump [3] - 74:10, 86:1, 90:24 bump-outs [3] - 74:10, 86:1, 90:24 burden [1] - 102:18 business [12] - 34:20, 47:1, 47:2, 55:24, 65:5, 100:7, 100:8, 100:12, 100:13, 102:4, 106:24 businesses [3] - 28:1, 55:14, 62:8 buy [5] - 62:13, 62:17, 67:7</p>	<p>certain [7] - 9:22, 27:25, 48:20, 48:21, 57:7, 58:4, 105:12 certainly [2] - 6:6, 95:1 CERTIFICATE [1] - 108:1 certify [1] - 108:8 Chair [18] - 24:7, 27:20, 40:24, 43:3, 43:19, 51:20, 56:20, 58:11, 59:4, 59:18, 68:16, 69:6, 90:11, 94:24, 96:9, 99:3, 99:11, 103:20 chair [7] - 16:25, 27:9, 30:18, 40:15, 85:16, 91:24, 107:4</p>	<p>chance [2] - 21:13, 88:21 chances [1] - 62:10 change [20] - 28:2, 35:15, 35:17, 35:18, 35:19, 35:21, 42:15, 44:24, 45:14, 46:2, 49:24, 50:3, 50:12, 50:18, 59:15, 67:22, 71:22, 79:5, 89:6, 100:4 changed [4] - 44:13, 77:11, 85:22, 101:8 changes [12] - 4:22, 18:5, 26:16, 26:17, 35:13, 36:6, 45:12, 60:13, 61:4, 74:10, 76:4, 80:22 changing [19] - 34:8, 35:1, 35:4, 36:9, 36:17, 40:4, 45:22, 46:5, 47:25, 48:16, 52:23, 60:11, 60:20, 61:3, 67:9, 67:11, 67:13, 70:4, 71:21 character [1] - 4:21 check [1] - 49:17 Chisholm [5] - 16:23, 39:9, 40:13, 90:10, 107:3 CHISHOLM [11] - 1:20, 7:23, 9:8, 16:25, 21:18, 39:11, 40:14, 75:13, 90:11, 90:17, 107:4 circle [2] - 67:25, 68:1 circulate [1] - 106:19 circulation [1] - 82:24 CITY [1] - 1:1 city [4] - 46:23, 47:15, 90:21, 99:21 City [9] - 1:18, 1:18, 24:9, 29:10, 29:13, 30:9, 57:15, 63:15, 69:19 City's [1] - 24:19 civil [2] - 75:10, 76:3 clarification [1] - 104:3 clarify [3] - 6:17, 19:1, 61:15 classic [1] - 15:5 clean [1] - 74:15 clear [9] - 4:6, 4:12, 41:10, 85:19, 85:25, 86:12, 88:18, 89:24, 90:1 clicking [1] - 75:12 client [1] - 17:9 clients [3] - 105:12,</p>	<p>105:14, 105:15 close [3] - 84:23, 86:16, 86:19 closed [2] - 76:10, 76:12 closer [5] - 15:7, 18:18, 22:12, 78:19, 83:20 closest [2] - 18:14, 18:23 clue [1] - 65:9 clustering [1] - 82:19 clusters [1] - 87:21 coastal [1] - 15:15 code [10] - 22:25, 43:6, 43:14, 43:24, 46:20, 52:2, 52:24, 59:23, 60:15, 91:6 Code [4] - 41:4, 41:14, 100:22 collecting [1] - 101:5 collection [1] - 88:11 color [10] - 4:21, 11:5, 15:1, 15:16, 15:20, 32:6, 32:8, 74:10, 79:15, 80:4 colored [1] - 79:11 colors [8] - 14:9, 15:3, 15:5, 15:18, 16:8, 32:8, 82:1, 82:3 column [1] - 8:16 combine [1] - 74:11 combined [1] - 24:21 comfortable [5] - 20:17, 26:20, 26:25, 27:3, 55:9 coming [19] - 6:6, 7:25, 11:23, 13:18, 19:12, 20:9, 38:18, 46:16, 48:23, 51:8, 53:10, 61:21, 78:10, 78:11, 83:10, 84:8, 84:18, 86:9, 99:13 commencing [1] - 1:7 commend [2] - 30:24, 31:1 commendable [1] - 31:5 comment [11] - 7:5, 27:16, 40:15, 41:25, 43:5, 44:2, 46:8, 49:2, 67:18, 68:12, 95:23 commentary [2] - 63:5, 64:7 comments [24] - 7:2, 16:24, 17:2, 17:3, 25:22, 27:13, 31:21, 32:13, 33:6, 39:10, 40:13, 40:17, 41:17,</p>	<p>45:19, 63:4, 90:10, 90:13, 94:18, 96:23, 96:24, 98:4, 98:6, 105:9, 107:2 commercial [1] - 29:17 Commission [2] - 104:25, 105:3 committed [1] - 99:14 committee [4] - 101:1, 101:15, 101:24, 105:6 common [1] - 14:14 communication [1] - 17:7 community [12] - 32:1, 47:20, 48:5, 52:12, 52:16, 55:16, 56:7, 60:18, 65:24, 68:18, 68:22, 69:16 companies [1] - 60:20 company [2] - 47:18, 104:1 Company [1] - 73:2 comparison [1] - 8:3 complete [1] - 108:10 completely [1] - 35:17 complex [1] - 31:10 Complies [1] - 21:19 complies [3] - 7:23, 9:8, 90:17 concept [4] - 7:3, 7:25, 8:8, 8:9 conceptual [7] - 4:3, 25:3, 25:10, 73:20, 77:21, 81:10, 93:4 concern [4] - 9:14, 43:17, 45:3, 60:16 concerned [5] - 31:7, 44:17, 44:20, 44:22, 50:5 concerns [4] - 7:9, 17:12, 26:21, 40:3 concludes [4] - 5:12, 36:20, 74:19, 90:6 concrete [3] - 21:22, 23:7, 32:5 condition [24] - 5:8, 32:18, 32:19, 32:20, 33:1, 33:9, 33:12, 37:15, 49:9, 49:11, 49:14, 60:9, 60:10, 60:12, 61:5, 61:16, 61:19, 62:5, 62:6, 62:21, 62:25, 63:19, 66:6, 106:4 conditions [4] - 35:14, 50:16, 69:23, 88:9 confirm [1] - 57:16 conflict [9] - 72:13,</p>
C				
<p>calculate [1] - 58:17 calming [4] - 4:15, 23:21, 24:11, 27:4 candidly [3] - 17:17, 51:15, 54:5 cannot [3] - 65:14, 66:1, 66:10 canopy [2] - 11:25, 87:6 cans [1] - 89:5 cap [3] - 8:19, 18:19, 19:9 caps [4] - 18:10, 18:24, 19:16, 19:19 capture [1] - 101:10 captured [1] - 41:12 car [1] - 78:5 care [2] - 38:14, 67:4 carries [1] - 33:20 case [2] - 67:5, 103:15 catchall [1] - 13:5 catches [3] - 37:12, 37:13, 83:9 ceiling [1] - 9:4 cementitious [5] - 79:6, 79:16, 79:21, 82:12, 83:16 Center [12] - 33:23, 34:5, 44:12, 52:14, 52:18, 54:8, 65:5, 65:6, 65:9, 66:13, 67:11, 68:18 center [11] - 37:6, 40:1, 43:10, 43:16, 52:5, 52:13, 65:10, 68:19, 68:23, 87:5, 92:8 centers [1] - 66:17 ceremonies [1] - 47:12</p>	<p>CHAIRMAN [88] - 2:3, 2:20, 2:24, 3:3, 3:5, 5:15, 5:18, 5:22, 15:8, 16:21, 17:1, 17:25, 26:7, 27:10, 27:14, 27:18, 30:16, 30:19, 30:22, 31:20, 32:12, 32:23, 33:2, 33:5, 33:11, 33:17, 33:19, 33:22, 36:23, 39:7, 40:12, 40:16, 42:24, 44:3, 48:25, 49:6, 50:20, 53:6, 57:23, 58:24, 60:4, 61:15, 62:4, 62:24, 63:2, 64:5, 64:10, 64:25, 66:3, 67:15, 67:17, 68:2, 70:24, 71:2, 71:4, 71:6, 71:25, 72:3, 72:5, 73:8, 74:22, 90:8, 90:12, 91:21, 94:12, 94:20, 95:21, 96:17, 97:1, 97:20, 98:10, 98:14, 98:20, 98:22, 99:5, 100:1, 100:4, 100:11, 101:13, 101:22, 102:1, 102:3, 102:7, 105:9, 106:17, 106:23, 107:1, 107:5 Chairman [18] - 1:13, 3:12, 18:3, 26:10, 32:25, 34:2, 43:2, 44:6, 50:19, 67:16, 68:10, 70:11, 71:5, 72:10, 94:11, 94:15, 100:15, 101:19 Challen [1] - 39:16 challenge [1] - 31:16 Chamber [2] - 38:20, 47:9</p>	<p>changing [19] - 34:8, 35:1, 35:4, 36:9, 36:17, 40:4, 45:22, 46:5, 47:25, 48:16, 52:23, 60:11, 60:20, 61:3, 67:9, 67:11, 67:13, 70:4, 71:21 character [1] - 4:21 check [1] - 49:17 Chisholm [5] - 16:23, 39:9, 40:13, 90:10, 107:3 CHISHOLM [11] - 1:20, 7:23, 9:8, 16:25, 21:18, 39:11, 40:14, 75:13, 90:11, 90:17, 107:4 circle [2] - 67:25, 68:1 circulate [1] - 106:19 circulation [1] - 82:24 CITY [1] - 1:1 city [4] - 46:23, 47:15, 90:21, 99:21 City [9] - 1:18, 1:18, 24:9, 29:10, 29:13, 30:9, 57:15, 63:15, 69:19 City's [1] - 24:19 civil [2] - 75:10, 76:3 clarification [1] - 104:3 clarify [3] - 6:17, 19:1, 61:15 classic [1] - 15:5 clean [1] - 74:15 clear [9] - 4:6, 4:12, 41:10, 85:19, 85:25, 86:12, 88:18, 89:24, 90:1 clicking [1] - 75:12 client [1] - 17:9 clients [3] - 105:12,</p>	<p>105:14, 105:15 close [3] - 84:23, 86:16, 86:19 closed [2] - 76:10, 76:12 closer [5] - 15:7, 18:18, 22:12, 78:19, 83:20 closest [2] - 18:14, 18:23 clue [1] - 65:9 clustering [1] - 82:19 clusters [1] - 87:21 coastal [1] - 15:15 code [10] - 22:25, 43:6, 43:14, 43:24, 46:20, 52:2, 52:24, 59:23, 60:15, 91:6 Code [4] - 41:4, 41:14, 100:22 collecting [1] - 101:5 collection [1] - 88:11 color [10] - 4:21, 11:5, 15:1, 15:16, 15:20, 32:6, 32:8, 74:10, 79:15, 80:4 colored [1] - 79:11 colors [8] - 14:9, 15:3, 15:5, 15:18, 16:8, 32:8, 82:1, 82:3 column [1] - 8:16 combine [1] - 74:11 combined [1] - 24:21 comfortable [5] - 20:17, 26:20, 26:25, 27:3, 55:9 coming [19] - 6:6, 7:25, 11:23, 13:18, 19:12, 20:9, 38:18, 46:16, 48:23, 51:8, 53:10, 61:21, 78:10, 78:11, 83:10, 84:8, 84:18, 86:9, 99:13 commencing [1] - 1:7 commend [2] - 30:24, 31:1 commendable [1] - 31:5 comment [11] - 7:5, 27:16, 40:15, 41:25, 43:5, 44:2, 46:8, 49:2, 67:18, 68:12, 95:23 commentary [2] - 63:5, 64:7 comments [24] - 7:2, 16:24, 17:2, 17:3, 25:22, 27:13, 31:21, 32:13, 33:6, 39:10, 40:13, 40:17, 41:17,</p>	<p>45:19, 63:4, 90:10, 90:13, 94:18, 96:23, 96:24, 98:4, 98:6, 105:9, 107:2 commercial [1] - 29:17 Commission [2] - 104:25, 105:3 committed [1] - 99:14 committee [4] - 101:1, 101:15, 101:24, 105:6 common [1] - 14:14 communication [1] - 17:7 community [12] - 32:1, 47:20, 48:5, 52:12, 52:16, 55:16, 56:7, 60:18, 65:24, 68:18, 68:22, 69:16 companies [1] - 60:20 company [2] - 47:18, 104:1 Company [1] - 73:2 comparison [1] - 8:3 complete [1] - 108:10 completely [1] - 35:17 complex [1] - 31:10 Complies [1] - 21:19 complies [3] - 7:23, 9:8, 90:17 concept [4] - 7:3, 7:25, 8:8, 8:9 conceptual [7] - 4:3, 25:3, 25:10, 73:20, 77:21, 81:10, 93:4 concern [4] - 9:14, 43:17, 45:3, 60:16 concerned [5] - 31:7, 44:17, 44:20, 44:22, 50:5 concerns [4] - 7:9, 17:12, 26:21, 40:3 concludes [4] - 5:12, 36:20, 74:19, 90:6 concrete [3] - 21:22, 23:7, 32:5 condition [24] - 5:8, 32:18, 32:19, 32:20, 33:1, 33:9, 33:12, 37:15, 49:9, 49:11, 49:14, 60:9, 60:10, 60:12, 61:5, 61:16, 61:19, 62:5, 62:6, 62:21, 62:25, 63:19, 66:6, 106:4 conditions [4] - 35:14, 50:16, 69:23, 88:9 confirm [1] - 57:16 conflict [9] - 72:13,</p>

<p>72:23, 94:17, 102:13, 102:25, 103:12, 103:17, 103:22, 106:9 Conflict [1] - 72:18 conform [4] - 4:8, 5:10, 32:19, 33:13 conformance [1] - 74:1 conformed [1] - 6:11 confused [3] - 50:23, 54:6, 102:10 confusing [1] - 59:1 confusion [1] - 6:22 conical [1] - 87:2 connecting [1] - 75:21 connection [3] - 16:13, 17:9, 94:8 connectivity [3] - 13:1, 31:14, 75:25 consider [4] - 32:7, 50:11, 55:23, 70:24 consideration [1] - 97:15 considered [3] - 43:20, 52:20, 56:22 constructed [1] - 26:14 construction [2] - 3:18, 73:12 consultants [1] - 104:19 contact [2] - 19:11, 55:21 contains [1] - 41:6 content [1] - 55:11 contents [1] - 61:17 contiguous [1] - 87:6 continue [7] - 8:23, 13:5, 14:1, 14:4, 30:7, 73:24, 80:20 continues [1] - 4:14 continuing [1] - 8:25 continuous [2] - 86:25, 93:6 contract [1] - 29:12 controlled [1] - 13:3 conversation [3] - 24:14, 41:23, 97:8 conversations [2] - 100:20, 101:6 Coordinator [1] - 1:19 copy [1] - 38:9 Cordova [1] - 85:14 core [1] - 45:13 corner [18] - 8:13, 8:14, 8:15, 9:1, 9:2, 18:8, 18:20, 18:25, 19:4, 19:9, 78:9, 78:14, 78:20, 78:22,</p>	<p>79:10, 84:8, 84:18, 88:3 Corner [8] - 73:3, 75:6, 75:18, 99:9, 102:15, 102:16, 104:21, 106:8 corners [5] - 12:15, 19:2, 19:17, 19:20, 19:22 correct [11] - 25:11, 32:21, 33:4, 52:4, 57:18, 59:7, 59:9, 60:2, 65:16, 96:13, 96:16 council [4] - 17:2, 27:15, 63:5, 96:23 Council [12] - 1:18, 1:18, 2:8, 2:11, 2:13, 29:10, 30:22, 31:20, 64:5, 97:2, 97:20, 98:4 COUNCIL [18] - 27:17, 27:19, 28:10, 28:15, 29:1, 29:4, 29:9, 29:20, 30:8, 30:12, 30:17, 30:21, 30:23, 63:7, 64:1, 64:8, 96:25, 97:3 Councilman [1] - 66:25 councilmen [1] - 99:11 Counsel [2] - 1:19, 60:8 counsel [3] - 32:24, 60:5, 66:5 COUNTY [1] - 108:4 couple [10] - 7:2, 9:10, 10:13, 12:5, 18:7, 26:19, 46:8, 71:20, 81:4, 102:10 course [1] - 45:9 courtyard [2] - 11:16, 16:10 cover [5] - 10:15, 11:13, 82:8, 83:2, 97:13 coverage [1] - 97:23 covered [3] - 6:8, 92:15, 93:8 covering [1] - 78:16 Craig [2] - 59:11, 102:20 CRAIG [1] - 1:14 crazy [1] - 53:18 create [6] - 4:22, 53:20, 74:11, 75:20, 78:3, 88:21 created [1] - 92:14 creating [2] - 74:14,</p>	<p>82:19 creative [2] - 77:6, 81:15 credit [1] - 99:17 creek [3] - 13:14, 14:2, 14:4 Creek [3] - 6:14, 13:11, 13:25 criteria [2] - 23:21, 106:18 cross [4] - 13:17, 75:23, 85:18, 85:21 cross-section [2] - 85:18, 85:21 cross-way [1] - 75:23 crosses [1] - 30:5 crossing [1] - 7:15 crosswalk [1] - 26:17 curb [1] - 90:23 current [2] - 49:22, 61:18 cyclists [1] - 87:7 Cyndy [4] - 28:22, 74:25, 75:3, 96:16 cypress [2] - 88:7, 88:13</p>	<p>5:7, 5:9, 5:11, 9:14, 33:23, 34:6, 34:25, 36:15, 40:7, 72:5, 72:24, 73:11, 74:18, 99:12, 100:6 deal [1] - 4:20 dealing [1] - 92:25 December [3] - 1:6, 2:1, 2:4 decide [3] - 24:2, 24:23, 97:19 decision [3] - 24:21, 69:12, 69:22 deck [10] - 6:19, 7:21, 8:2, 8:4, 12:15, 12:22, 13:2, 15:10, 19:10, 19:13 declares [1] - 72:23 decrease [1] - 22:13 dedicated [3] - 28:1, 29:8, 29:16 dedication [2] - 47:12, 48:15 default [1] - 35:22 defer [1] - 71:1 deferred [4] - 71:1, 71:2, 71:3, 71:4 defined [1] - 57:15 definitely [4] - 19:16, 25:8, 25:12, 67:14 dense [1] - 82:6 dental [1] - 47:18 depicted [2] - 14:8, 14:17 describe [1] - 24:2 design [8] - 10:24, 22:20, 35:22, 74:2, 84:23, 90:21, 99:17, 100:18 designate [1] - 12:21 designed [2] - 42:17, 91:8 detached [1] - 105:13 detail [13] - 4:20, 8:19, 12:2, 20:14, 20:15, 31:3, 31:11, 76:21, 77:20, 79:22, 83:2, 85:8, 88:24 detailed [2] - 11:6, 20:1 detailing [1] - 14:22 details [8] - 8:5, 8:12, 8:16, 9:3, 10:8, 13:6, 14:6, 15:22 determine [1] - 24:4 developer [7] - 4:11, 4:14, 28:25, 29:3, 99:10, 104:6, 105:22 development [16] - 3:8, 3:16, 3:19, 4:7,</p>	<p>4:16, 5:9, 12:4, 12:12, 29:11, 30:2, 72:25, 73:13, 73:17, 75:21, 76:13, 77:25 Development [7] - 4:2, 5:6, 36:14, 73:4, 73:19, 74:17, 99:9 DEVELOPMENT [1] - 1:2 device [11] - 34:9, 35:2, 35:4, 36:9, 36:18, 60:11, 61:3, 67:9, 67:11, 67:13, 70:5 devices [1] - 60:20 diameter [1] - 81:19 Diane [3] - 1:9, 108:7, 108:18 dictate [1] - 46:10 difference [3] - 26:1, 45:8, 50:16 different [32] - 9:1, 9:18, 11:3, 12:5, 19:18, 21:3, 24:9, 25:6, 26:3, 44:15, 45:6, 45:15, 48:6, 49:10, 54:21, 55:22, 59:6, 67:7, 68:8, 78:23, 79:2, 79:3, 79:5, 80:5, 80:16, 80:23, 80:25, 81:5, 83:16, 87:17, 104:19, 106:3 differentiated [1] - 78:6 differentiation [2] - 78:25, 84:22 differently [1] - 6:18 digital [1] - 39:22 dim [2] - 42:15, 42:20 diminished [1] - 74:6 dimming [3] - 42:3, 42:8, 63:22 directing [1] - 13:20 direction [1] - 101:16 directionals [1] - 12:24 directly [1] - 105:14 director [1] - 39:18 discuss [1] - 23:1 discussed [1] - 26:19 discussing [1] - 49:18 discussion [1] - 2:17 discussions [1] - 9:16 displayed [3] - 35:24, 43:7, 43:9 displays [1] - 35:8 distinguish [1] - 92:3 district [2] - 36:3, 46:22</p>
D				
<p>damp [1] - 87:17 dark [1] - 81:23 darker [6] - 16:9, 42:14, 79:14, 79:19, 79:20, 79:22 date [1] - 48:20 DATED [1] - 108:15 Davis [2] - 22:14, 22:15 DAVIS [4] - 22:15, 22:24, 23:6, 23:10 Davisson [11] - 27:11, 40:18, 40:24, 42:24, 57:24, 58:11, 59:18, 94:21, 96:2, 98:15, 105:9 DAVISSON [15] - 1:14, 27:12, 40:19, 41:16, 42:23, 57:25, 58:23, 59:12, 59:25, 60:3, 94:22, 95:1, 98:13, 105:10, 105:20 dawn [1] - 42:13 day/night [1] - 42:18 daycare [1] - 66:17 daylight [1] - 63:24 days [2] - 42:4, 46:12 daytime [2] - 42:10, 63:23 DDRB [21] - 2:5, 2:16, 3:6, 3:17, 4:8, 4:9,</p>				

<p>District [1] - 36:17 doctors' [1] - 76:2 document [1] - 29:12 documentation [1] - 64:15 documents [1] - 12:8 done [20] - 7:11, 8:4, 8:12, 18:10, 19:6, 23:2, 31:16, 39:4, 51:4, 75:10, 77:16, 81:19, 83:4, 84:1, 84:19, 95:16, 96:2, 96:5, 102:14, 104:5 dots [2] - 13:12, 13:13 Doug [1] - 75:9 down [24] - 13:1, 13:10, 13:21, 19:25, 20:3, 31:15, 39:4, 42:15, 42:20, 43:11, 47:3, 61:2, 61:24, 78:22, 79:12, 79:17, 79:25, 80:19, 81:2, 84:12, 84:18, 89:9, 89:11, 105:16 DOWNTOWN [1] - 1:2 downtown [6] - 38:16, 40:6, 48:2, 52:3, 52:19, 99:14 Downtown [13] - 3:14, 4:2, 5:5, 36:3, 36:10, 36:13, 36:16, 40:25, 57:6, 57:12, 59:19, 73:19, 74:16 drainage [1] - 87:15 drawing [1] - 31:9 drawn [1] - 83:11 draws [1] - 83:9 drive [13] - 7:14, 38:10, 48:19, 51:6, 51:7, 51:9, 53:17, 54:4, 54:7, 54:9, 55:18, 55:19, 81:23 Drive [3] - 22:16, 28:23, 75:3 driver [3] - 12:25, 53:9, 53:12 driver-by [2] - 53:9, 53:12 drives [5] - 37:9, 47:14, 54:25, 55:1, 85:6 driving [5] - 20:10, 31:14, 43:11, 78:5, 84:4 dry [1] - 88:7 due [1] - 38:8 dunk [1] - 57:17 DURDEN [32] - 1:13, 18:2, 19:5, 19:15, 19:24, 20:3, 20:6,</p>	<p>21:5, 21:8, 22:5, 22:8, 22:11, 22:23, 23:5, 23:8, 23:11, 23:14, 25:1, 25:17, 33:10, 44:5, 49:4, 49:7, 49:20, 64:12, 64:20, 65:2, 65:7, 65:19, 67:16, 67:18, 91:23 Durden [16] - 18:1, 24:7, 26:7, 33:14, 44:4, 49:6, 49:16, 50:20, 64:11, 66:3, 66:12, 67:17, 68:14, 71:10, 91:22, 94:12 Durden's [3] - 68:11, 69:5, 95:23 during [3] - 25:10, 42:6, 42:21 dusk [1] - 42:13 DUVAL [1] - 108:4 dynamic [3] - 4:23, 74:11, 82:20 Dynamik [1] - 75:9</p>	<p>95:4 elevation [3] - 4:19, 14:23, 21:14 elevations [10] - 12:16, 15:11, 15:20, 15:22, 77:15, 77:18, 77:19, 78:19, 83:23, 95:2 email [3] - 10:8, 100:17, 101:20 employer [1] - 73:1 encapsulates [1] - 19:10 enclave [1] - 92:15 encouraging [1] - 97:17 end [6] - 7:12, 11:7, 90:22, 93:19, 94:3, 102:22 enforce [2] - 43:15, 61:3 engage [1] - 80:11 engaged [2] - 84:6, 84:24 engaging [2] - 5:3, 84:16 engineering [1] - 75:10 Engineering [2] - 24:20, 24:22 enhance [2] - 8:4, 8:22 enhanced [1] - 14:16 enhancement [1] - 9:5 enhancements [1] - 8:25 ensure [3] - 9:18, 35:22, 74:1 ensuring [2] - 12:25, 74:6 entertain [1] - 55:6 entire [5] - 35:14, 35:18, 35:20, 86:5, 106:19 entirety [1] - 76:7 entities [1] - 102:23 entrance [9] - 4:16, 13:16, 13:19, 80:9, 84:14, 90:3, 92:7, 92:24, 95:14 entrances [1] - 12:22 entry [4] - 12:19, 80:18, 92:23, 95:7 envisions [1] - 75:20 especially [5] - 10:22, 23:16, 39:21, 41:2, 41:19 essentially [2] - 7:6, 10:2 establish [2] - 101:23,</p>	<p>101:24 estate [1] - 60:19 ethics [3] - 104:2, 105:5, 105:11 events [4] - 38:19, 47:9, 51:6, 52:6 evergreen [1] - 11:3 everywhere [1] - 88:8 evident [1] - 90:2 ex [1] - 17:7 ex-parte [1] - 17:7 exact [1] - 28:4 exactly [2] - 52:8, 91:18 example [1] - 43:13 examples [4] - 11:9, 53:24, 54:1, 70:2 exceed [2] - 63:18, 88:16 exceeding [1] - 41:9 exceeds [1] - 41:5 exception [11] - 33:24, 34:5, 34:7, 34:24, 36:16, 41:18, 57:9, 57:10, 58:15, 59:23, 60:1 exceptions [3] - 66:16, 66:19 excited [3] - 26:13, 27:21, 32:15 excuse [5] - 5:22, 12:10, 66:4, 71:2, 73:15 executed [1] - 75:19 executive [1] - 39:18 existing [2] - 8:6, 87:15 expect [1] - 20:15 expectation [1] - 43:8 expensive [3] - 61:23, 61:24, 62:9 experience [9] - 13:9, 78:7, 78:13, 80:4, 80:14, 81:2, 84:3, 85:4, 88:22 experiences [3] - 78:3, 78:24, 80:23 experiencing [1] - 84:6 explanation [1] - 44:21 exposed [1] - 77:17 exposure [1] - 19:20 extend [1] - 78:15 extended [2] - 21:23, 30:6 extends [1] - 79:19 extension [1] - 28:11 extent [2] - 14:19, 48:16</p>	<p>extra [1] - 25:23 extremely [1] - 45:15 eye [2] - 83:9, 85:7</p>
E				
<p>ease [1] - 106:21 east [4] - 14:1, 34:11, 85:20, 87:25 Ed [1] - 1:7 edges [2] - 35:6, 82:11 effect [1] - 106:21 effort [2] - 25:23, 92:2 eight [11] - 35:10, 35:11, 35:16, 36:6, 48:16, 49:24, 50:7, 57:4, 71:11, 71:15, 71:21 eight-second [2] - 35:11, 57:4 either [6] - 12:8, 35:8, 48:3, 78:11, 100:25, 104:22 electric [1] - 41:8 electronic [17] - 34:8, 35:1, 35:4, 36:8, 36:17, 40:4, 40:21, 41:21, 41:25, 42:2, 52:2, 52:20, 52:25, 57:11, 59:13, 59:16, 59:21 electronically [1] - 35:13 elegant [1] - 92:22 element [2] - 9:25, 83:6 elements [1] - 8:23 elephant [2] - 77:24,</p>	<p>ease [2] - 75:23, 87:16 east [4] - 14:1, 34:11, 85:20, 87:25 Ed [1] - 1:7 edges [2] - 35:6, 82:11 effect [1] - 106:21 effort [2] - 25:23, 92:2 eight [11] - 35:10, 35:11, 35:16, 36:6, 48:16, 49:24, 50:7, 57:4, 71:11, 71:15, 71:21 eight-second [2] - 35:11, 57:4 either [6] - 12:8, 35:8, 48:3, 78:11, 100:25, 104:22 electric [1] - 41:8 electronic [17] - 34:8, 35:1, 35:4, 36:8, 36:17, 40:4, 40:21, 41:21, 41:25, 42:2, 52:2, 52:20, 52:25, 57:11, 59:13, 59:16, 59:21 electronically [1] - 35:13 elegant [1] - 92:22 element [2] - 9:25, 83:6 elements [1] - 8:23 elephant [2] - 77:24,</p>	<p>ease [2] - 75:23, 87:16 east [4] - 14:1, 34:11, 85:20, 87:25 Ed [1] - 1:7 edges [2] - 35:6, 82:11 effect [1] - 106:21 effort [2] - 25:23, 92:2 eight [11] - 35:10, 35:11, 35:16, 36:6, 48:16, 49:24, 50:7, 57:4, 71:11, 71:15, 71:21 eight-second [2] - 35:11, 57:4 either [6] - 12:8, 35:8, 48:3, 78:11, 100:25, 104:22 electric [1] - 41:8 electronic [17] - 34:8, 35:1, 35:4, 36:8, 36:17, 40:4, 40:21, 41:21, 41:25, 42:2, 52:2, 52:20, 52:25, 57:11, 59:13, 59:16, 59:21 electronically [1] - 35:13 elegant [1] - 92:22 element [2] - 9:25, 83:6 elements [1] - 8:23 elephant [2] - 77:24,</p>	<p>estate [1] - 60:19 ethics [3] - 104:2, 105:5, 105:11 events [4] - 38:19, 47:9, 51:6, 52:6 evergreen [1] - 11:3 everywhere [1] - 88:8 evident [1] - 90:2 ex [1] - 17:7 ex-parte [1] - 17:7 exact [1] - 28:4 exactly [2] - 52:8, 91:18 example [1] - 43:13 examples [4] - 11:9, 53:24, 54:1, 70:2 exceed [2] - 63:18, 88:16 exceeding [1] - 41:9 exceeds [1] - 41:5 exception [11] - 33:24, 34:5, 34:7, 34:24, 36:16, 41:18, 57:9, 57:10, 58:15, 59:23, 60:1 exceptions [3] - 66:16, 66:19 excited [3] - 26:13, 27:21, 32:15 excuse [5] - 5:22, 12:10, 66:4, 71:2, 73:15 executed [1] - 75:19 executive [1] - 39:18 existing [2] - 8:6, 87:15 expect [1] - 20:15 expectation [1] - 43:8 expensive [3] - 61:23, 61:24, 62:9 experience [9] - 13:9, 78:7, 78:13, 80:4, 80:14, 81:2, 84:3, 85:4, 88:22 experiences [3] - 78:3, 78:24, 80:23 experiencing [1] - 84:6 explanation [1] - 44:21 exposed [1] - 77:17 exposure [1] - 19:20 extend [1] - 78:15 extended [2] - 21:23, 30:6 extends [1] - 79:19 extension [1] - 28:11 extent [2] - 14:19, 48:16</p>	<p>extra [1] - 25:23 extremely [1] - 45:15 eye [2] - 83:9, 85:7</p> <p style="text-align: center;">F</p> <p>facade [12] - 58:18, 74:4, 74:14, 78:18, 80:8, 82:16, 83:5, 86:5, 92:3, 92:13, 95:19, 98:2 facades [3] - 74:8, 78:2, 81:7 face [4] - 34:24, 42:16, 81:8, 82:17 facility [3] - 51:8, 53:11, 87:8 facing [10] - 18:13, 19:20, 34:15, 34:17, 37:16, 37:17, 38:1, 73:23, 74:4, 74:14 fact [3] - 38:8, 46:4, 53:1 failure [1] - 66:24 fairly [2] - 87:17, 88:19 fairness [1] - 97:4 fall [1] - 57:8 falls [1] - 38:15 familiar [1] - 3:24 fantastic [2] - 17:17, 17:23 far [7] - 30:1, 40:7, 40:9, 43:7, 46:18, 63:9, 95:7 favor [3] - 3:1, 33:15, 98:16 feature [5] - 8:14, 24:24, 31:25, 42:3, 63:23 features [3] - 31:23, 42:8, 83:22 feedback [2] - 99:16, 99:19 feet [14] - 4:7, 4:13, 10:4, 17:15, 22:9, 23:3, 36:19, 41:11, 56:5, 58:20, 76:17, 91:2, 93:7 fellow [2] - 45:19, 64:13 felt [3] - 20:16, 52:17, 52:25 Ferraro [3] - 2:9, 27:18, 97:1 FERRARO [14] - 1:18, 27:17, 27:19, 28:10, 28:15, 29:1, 29:4, 29:9, 29:20, 30:8, 30:12, 63:7, 64:1, 96:25</p>

<p>few [2] - 8:12, 44:9 Fidelity [2] - 58:2, 58:5 fifth [1] - 16:1 figure [1] - 64:2 filed [2] - 72:18, 72:21 fill [1] - 10:7 final [13] - 3:8, 3:17, 5:6, 7:1, 8:11, 10:15, 22:20, 29:13, 72:6, 73:12, 74:17, 75:14, 83:15 finalized [2] - 89:7, 89:21 fine [7] - 15:8, 62:23, 64:8, 70:23, 91:25, 95:14, 96:25 finish [2] - 17:11, 79:16 finished [2] - 57:22, 89:15 first [16] - 7:5, 12:7, 18:4, 21:10, 25:2, 30:24, 44:9, 44:18, 46:14, 51:21, 51:25, 79:9, 94:23, 96:11, 97:4, 104:18 five [4] - 25:6, 58:17, 71:22, 104:20 fixed [1] - 35:5 fixture [1] - 89:18 flashing [3] - 35:22, 48:1, 48:14 flat [1] - 95:19 flatwork [1] - 90:5 floor [11] - 10:3, 10:4, 16:3, 77:11, 79:2, 79:20, 80:13, 92:12, 95:16, 96:11, 96:12 Floor [1] - 1:8 FLORIDA [1] - 108:3 Florida [14] - 1:9, 1:10, 22:17, 37:5, 39:17, 59:16, 70:3, 70:6, 70:7, 72:17, 73:5, 88:15, 108:7, 108:18 focus [3] - 6:8, 12:23, 83:25 focused [6] - 10:21, 11:1, 11:18, 54:24, 55:18, 94:2 focuses [2] - 14:5, 31:9 focusing [1] - 11:3 folks [1] - 106:6 follow [5] - 7:24, 49:5, 57:24, 58:1, 60:4 follow-up [3] - 7:24, 49:5, 57:24</p>	<p>followed [1] - 85:25 following [8] - 4:4, 5:8, 33:12, 35:14, 41:6, 45:1, 72:25, 73:21 food [17] - 37:9, 38:10, 47:14, 48:19, 51:6, 51:7, 51:8, 51:9, 53:17, 54:4, 54:7, 54:8, 54:25, 55:1, 55:18, 55:19 foot [3] - 37:25, 87:5 footage [2] - 58:13, 58:18 foregoing [2] - 107:7, 108:9 foremost [1] - 51:22 Form [2] - 72:12, 72:17 form [2] - 72:20, 74:9 formally [1] - 77:8 forth [2] - 17:15, 68:14 forum [1] - 23:2 forward [7] - 51:15, 53:1, 53:4, 68:9, 74:13, 80:11, 101:11 four [3] - 19:17, 25:6, 71:22 fourth [1] - 99:12 FPR [1] - 1:9 frame [1] - 49:25 frames [1] - 35:6 frankly [1] - 92:22 Fremont [5] - 75:6, 76:21, 83:1, 85:8, 85:14 front [9] - 23:6, 48:7, 56:12, 56:17, 57:1, 57:3, 75:24, 83:18, 94:4 frontage [12] - 34:9, 34:16, 34:23, 35:2, 36:18, 51:24, 53:2, 73:23, 76:10, 76:18, 80:15, 81:8 fruition [1] - 32:16 fully [1] - 91:19 fun [1] - 82:18 Fuqua [1] - 29:2 furnishings [1] - 74:1 furniture [4] - 14:13, 88:23, 89:3 future [8] - 38:18, 45:6, 46:15, 49:13, 61:12, 61:20, 67:8 FYI [1] - 42:1</p>	<p>garage [23] - 3:23, 18:9, 20:8, 22:13, 26:18, 31:12, 31:23, 47:8, 73:15, 73:23, 74:4, 74:7, 77:14, 81:3, 81:4, 81:6, 81:10, 82:4, 82:11, 82:25, 85:3, 87:23, 93:17 gather [1] - 70:17 gears [1] - 93:16 General [2] - 1:19, 60:8 generally [1] - 89:16 generous [1] - 88:19 Georgia [1] - 6:4 given [1] - 70:2 glad [2] - 91:8, 92:2 glare [2] - 41:7, 42:13 glaring [1] - 41:22 glorified [1] - 38:23 go-round [2] - 25:3, 94:23 Goodwin [1] - 99:7 grab [1] - 62:15 graduate [1] - 22:11 Grandin [5] - 49:8, 60:7, 65:12, 102:9, 103:18 GRANDIN [13] - 1:19, 49:15, 60:7, 61:22, 66:8, 66:25, 68:25, 69:10, 71:1, 103:19, 105:2, 105:7, 106:20 grasses [2] - 11:10, 14:17 gray [9] - 12:21, 15:19, 32:4, 32:5, 32:6, 32:10, 79:20 Great [1] - 96:17 great [18] - 4:20, 15:17, 15:25, 17:11, 20:7, 23:18, 26:11, 27:1, 33:11, 40:16, 43:25, 56:2, 78:21, 82:5, 91:16, 93:25, 101:13, 101:18 great-looking [1] - 26:11 green [11] - 9:15, 9:19, 11:11, 12:23, 13:13, 16:11, 16:16, 20:13, 21:22, 22:6, 23:17 grocer [1] - 28:5 ground [9] - 10:3, 16:3, 20:4, 41:12, 75:19, 79:2, 80:13, 92:12, 95:16 group [9] - 64:17, 65:23, 66:10, 66:11,</p>	<p>66:21, 87:25, 96:15, 99:14, 104:17 Group [3] - 64:19, 64:22, 73:4 groups [1] - 12:6 grow [4] - 9:21, 10:3, 10:7, 23:9 growing [1] - 45:11 growth [2] - 10:5, 16:14 guess [9] - 40:19, 41:16, 54:19, 68:13, 69:2, 97:7, 103:4, 103:10, 106:6 guidelines [5] - 74:2, 89:7, 89:21, 90:21, 100:18 guy [3] - 47:2, 47:3, 82:3 guys [11] - 24:3, 24:25, 25:24, 49:17, 53:5, 91:14, 93:17, 93:25, 99:18, 99:25, 103:11</p>	<p>98:1 helps [2] - 20:12, 95:18 hiding [1] - 98:1 high [2] - 22:9, 46:12 high-tech [1] - 46:12 higher [1] - 96:20 highlight [1] - 77:13 Historic [1] - 105:2 Hogan [1] - 1:8 hold [1] - 55:7 holidays [1] - 99:25 home [2] - 48:23, 81:23 honestly [2] - 69:3, 71:12 hope [2] - 43:10, 94:6 hopeful [2] - 75:25, 77:5 hopefully [1] - 67:1 horizontal [1] - 8:21 Horn [2] - 73:1, 102:14 horrible [2] - 53:21, 91:9 hours [2] - 71:22 huge [1] - 56:4 human [1] - 94:5 hundred [1] - 47:16</p>
		H		
		<p>half [4] - 38:3, 48:12, 86:18, 87:12 hand [2] - 24:16, 39:12 handed [1] - 81:20 happy [5] - 16:17, 16:19, 27:4, 32:11, 99:25 hard [5] - 17:19, 19:7, 32:16, 61:2, 67:12 hardscape [2] - 10:16, 14:7 harsh [1] - 102:19 hat's [1] - 31:18 hate [1] - 54:17 headed [1] - 87:7 health [1] - 37:10 hear [6] - 2:7, 27:21, 51:6, 67:19, 97:8, 103:17 heard [4] - 44:19, 49:23, 64:16, 65:12 hearing [6] - 2:20, 77:1, 77:21, 93:13, 100:11, 107:1 heart [2] - 45:9, 48:8 height [1] - 23:4 held [1] - 1:6 help [15] - 18:6, 31:13, 31:24, 43:15, 47:20, 47:22, 51:2, 51:16, 54:22, 55:15, 92:4, 94:9, 96:18, 97:25,</p>	I	
		G		
		<p>GAI [1] - 100:18</p>		

<p>18:25 inaudible [1] - 96:20 Inaudible [1] - 75:13 incandescent [1] - 41:8 inch [1] - 96:4 included [2] - 8:11, 84:17 includes [3] - 3:19, 6:12, 41:7 including [1] - 18:24 incorporated [4] - 11:2, 77:9, 82:10, 82:12 increase [5] - 4:5, 29:6, 29:15, 29:18, 76:19 increased [1] - 4:11 increments [1] - 10:6 Independent [2] - 28:22, 75:3 indicated [2] - 6:10, 6:21 indicating [3] - 19:8, 21:17, 21:22 indicating) [1] - 7:11 individual [2] - 78:3, 79:7 industry [1] - 47:25 influence [1] - 94:9 information [18] - 5:5, 6:9, 6:25, 18:5, 35:3, 36:13, 38:13, 38:21, 38:25, 43:16, 52:11, 55:20, 69:11, 69:22, 70:15, 70:17, 74:16, 104:16 informational [5] - 37:8, 38:9, 38:17, 40:2, 47:10 input [2] - 91:11 inside [1] - 31:10 installed [2] - 7:12, 11:14 instance [4] - 60:19, 66:15, 67:23, 92:17 instructions [1] - 12:24 instrumental [1] - 39:20 integrated [1] - 10:1 intended [2] - 11:24, 12:11 intent [4] - 7:13, 39:6, 53:9, 53:10 interest [4] - 4:22, 32:9, 60:18, 74:5 interested [1] - 93:13 interior [4] - 11:16, 20:23, 44:23, 79:23</p>	<p>interior-lit [1] - 44:23 intermittent [1] - 35:23 internal [1] - 46:4 interpretation [1] - 103:6 intervals [1] - 57:4 introduce [1] - 14:11 introducing [1] - 13:24 Investment [1] - 3:14 lowa [1] - 76:11 irrigation [1] - 10:1 issue [4] - 25:2, 66:23, 67:14, 76:15 item [6] - 6:17, 7:20, 9:12, 13:8, 94:18, 100:5 Item [4] - 2:15, 3:6, 33:22, 72:5 items [4] - 7:24, 10:13, 26:18, 27:5 itself [6] - 30:10, 31:8, 37:24, 42:20, 60:16, 92:13</p>	<p>15:3, 87:3, 88:3 Kimley [2] - 73:1, 102:14 Kimley-Horn [2] - 73:1, 102:14 kind [44] - 8:16, 9:17, 10:6, 10:18, 10:24, 11:16, 11:24, 12:4, 12:25, 13:4, 13:17, 14:14, 15:4, 15:5, 15:19, 16:7, 16:13, 18:17, 19:19, 22:13, 23:8, 23:12, 32:2, 32:6, 38:9, 38:13, 38:14, 42:20, 47:18, 54:3, 61:1, 80:21, 81:1, 83:12, 83:15, 83:25, 87:9, 88:1, 88:14, 90:20, 92:15, 92:25, 93:10, 97:16 kinds [3] - 38:24, 48:13, 69:23</p>	<p>leasing [1] - 95:24 least [5] - 25:18, 35:16, 36:6, 45:24, 54:15 leave [3] - 48:22, 62:12, 97:18 Lee [7] - 3:12, 32:25, 34:3, 70:11, 72:10, 100:15, 101:19 LEE [1] - 1:13 left [2] - 35:9, 37:14 legal [2] - 60:15, 103:5 legit [1] - 38:4 Leila [3] - 4:6, 4:13, 4:16 less [7] - 41:11, 41:15, 58:20, 67:12, 86:21, 87:10, 87:12 lettering [1] - 45:19 letting [1] - 37:8 levels [1] - 6:20 license [3] - 66:18, 66:20, 66:21 licensure [1] - 67:3 life [1] - 45:11 lift [1] - 16:6 light [6] - 11:22, 50:8, 50:9, 79:11, 89:17, 89:18 light-colored [1] - 79:11 lighter [2] - 16:9, 82:23 lighting [12] - 10:16, 11:14, 11:19, 11:20, 14:10, 20:24, 41:6, 41:11, 89:13, 89:15, 89:17 lights [6] - 11:15, 11:21, 11:25, 42:14, 42:19 likely [1] - 62:20 limit [2] - 65:8, 68:17 line [9] - 9:4, 39:3, 74:12, 74:13, 74:14, 74:15, 78:17, 92:19, 102:19 linear [1] - 37:25 list [1] - 47:9 listed [2] - 6:18, 12:18 listening [2] - 25:21, 69:13 lister [1] - 60:22 lit [2] - 44:18, 44:23 litmus [1] - 105:16 live [4] - 86:4, 86:16, 86:18, 88:12 loan [1] - 55:21 loans [3] - 37:9, 55:2, 55:20</p>	<p>located [4] - 12:13, 16:1, 34:15, 41:11 location [6] - 3:25, 21:7, 45:21, 51:9, 55:19, 73:16 locations [1] - 89:8 look [20] - 10:10, 14:20, 15:12, 15:25, 16:4, 16:18, 17:2, 25:13, 32:7, 46:14, 53:5, 53:25, 58:16, 82:10, 90:13, 93:24, 98:6, 104:8 looked [6] - 18:12, 51:21, 51:24, 52:1, 64:2 looking [18] - 7:7, 9:1, 9:17, 20:11, 23:22, 23:25, 24:12, 26:11, 32:23, 39:2, 39:5, 49:15, 52:3, 52:4, 83:24, 86:20, 92:17, 100:22 looks [3] - 22:8, 26:23, 81:22 LORETTA [25] - 1:15, 2:23, 17:5, 33:8, 50:22, 53:7, 53:16, 55:4, 56:15, 56:23, 57:13, 57:16, 57:19, 58:25, 59:5, 59:11, 90:15, 90:18, 98:8, 102:5, 102:8, 104:13, 105:4, 105:18, 106:5 Loretta [16] - 2:25, 7:8, 17:4, 17:25, 33:12, 50:21, 51:20, 56:20, 57:23, 59:4, 88:25, 90:14, 91:21, 98:10, 103:19, 106:17 Lori [2] - 3:13, 40:19 LORI [1] - 1:19 lose [2] - 95:9, 104:23 love [2] - 83:19, 93:17 lovely [1] - 84:10 low [1] - 7:12 lower [1] - 82:25 luck [1] - 17:23 lumen [6] - 40:20, 40:21, 41:1, 41:2, 41:10, 41:14 lumens [7] - 44:20, 44:23, 46:9, 46:11, 63:15, 63:18, 63:21</p>
<p style="text-align: center;">J</p>	<p style="text-align: center;">J</p>	<p style="text-align: center;">L</p>	<p style="text-align: center;">L</p>	<p style="text-align: center;">L</p>
<p>JACKSONVILLE [1] - 1:1 Jacksonville [10] - 1:9, 37:5, 39:17, 39:19, 39:20, 69:20, 81:15, 90:22, 99:8, 101:12 Jags [1] - 82:3 January [5] - 70:15, 70:20, 101:4, 108:15 Jax [2] - 22:16, 82:2 job [8] - 15:17, 16:3, 25:21, 27:2, 31:17, 91:9, 103:14, 104:5 joining [3] - 2:10, 2:12, 2:14 joint [1] - 75:18 JOSEPH [1] - 1:15 JR [1] - 1:14 JTA [4] - 75:18, 75:19, 87:8, 94:9 judgment [3] - 105:20, 105:23, 105:25 JWB [2] - 102:21, 106:7</p>	<p>JACKSONVILLE [1] - 1:1 Jacksonville [10] - 1:9, 37:5, 39:17, 39:19, 39:20, 69:20, 81:15, 90:22, 99:8, 101:12 Jags [1] - 82:3 January [5] - 70:15, 70:20, 101:4, 108:15 Jax [2] - 22:16, 82:2 job [8] - 15:17, 16:3, 25:21, 27:2, 31:17, 91:9, 103:14, 104:5 joining [3] - 2:10, 2:12, 2:14 joint [1] - 75:18 JOSEPH [1] - 1:15 JR [1] - 1:14 JTA [4] - 75:18, 75:19, 87:8, 94:9 judgment [3] - 105:20, 105:23, 105:25 JWB [2] - 102:21, 106:7</p>	<p>lack [1] - 92:15 ladies [1] - 99:19 laid [1] - 89:4 land [2] - 61:7, 65:15 landscape [10] - 9:17, 10:15, 10:20, 17:19, 23:6, 75:7, 85:24, 86:13, 86:23, 88:19 landscaped [1] - 83:1 landscaping [3] - 14:16, 31:12, 84:21 lane [1] - 86:9 lap [2] - 79:6, 79:22 Large [1] - 1:10 large [10] - 58:3, 58:16, 76:22, 77:23, 77:24, 85:24, 86:13, 87:2, 88:11, 104:1 larger [1] - 89:14 last [3] - 6:6, 9:12, 23:19 lately [1] - 102:11 Latimer [3] - 75:6, 75:7, 85:14 LATIMER [2] - 85:13, 99:1 LaVilla [12] - 33:23, 34:5, 52:13, 52:18, 54:8, 64:23, 65:5, 65:6, 65:9, 66:13, 67:10, 68:17 laws [1] - 103:22 lawyer [1] - 47:18 learned [1] - 76:9 lease [1] - 75:19</p>	<p>lacking [1] - 92:15 ladies [1] - 99:19 laid [1] - 89:4 land [2] - 61:7, 65:15 landscape [10] - 9:17, 10:15, 10:20, 17:19, 23:6, 75:7, 85:24, 86:13, 86:23, 88:19 landscaped [1] - 83:1 landscaping [3] - 14:16, 31:12, 84:21 lane [1] - 86:9 lap [2] - 79:6, 79:22 Large [1] - 1:10 large [10] - 58:3, 58:16, 76:22, 77:23, 77:24, 85:24, 86:13, 87:2, 88:11, 104:1 larger [1] - 89:14 last [3] - 6:6, 9:12, 23:19 lately [1] - 102:11 Latimer [3] - 75:6, 75:7, 85:14 LATIMER [2] - 85:13, 99:1 LaVilla [12] - 33:23, 34:5, 52:13, 52:18, 54:8, 64:23, 65:5, 65:6, 65:9, 66:13, 67:10, 68:17 laws [1] - 103:22 lawyer [1] - 47:18 learned [1] - 76:9 lease [1] - 75:19</p>	<p>likely [1] - 62:20 limit [2] - 65:8, 68:17 line [9] - 9:4, 39:3, 74:12, 74:13, 74:14, 74:15, 78:17, 92:19, 102:19 linear [1] - 37:25 list [1] - 47:9 listed [2] - 6:18, 12:18 listening [2] - 25:21, 69:13 lister [1] - 60:22 lit [2] - 44:18, 44:23 litmus [1] - 105:16 live [4] - 86:4, 86:16, 86:18, 88:12 loan [1] - 55:21 loans [3] - 37:9, 55:2, 55:20</p>
<p style="text-align: center;">K</p>	<p style="text-align: center;">K</p>	<p style="text-align: center;">K</p>	<p style="text-align: center;">K</p>	<p style="text-align: center;">K</p>
<p>Katherine [3] - 6:3, 28:24, 104:18 Kathleen [1] - 5:19 keep [5] - 7:18, 14:23,</p>	<p>Katherine [3] - 6:3, 28:24, 104:18 Kathleen [1] - 5:19 keep [5] - 7:18, 14:23,</p>	<p>Katherine [3] - 6:3, 28:24, 104:18 Kathleen [1] - 5:19 keep [5] - 7:18, 14:23,</p>	<p>Katherine [3] - 6:3, 28:24, 104:18 Kathleen [1] - 5:19 keep [5] - 7:18, 14:23,</p>	<p style="text-align: center;">M</p>
<p style="text-align: center;">M</p>	<p style="text-align: center;">M</p>	<p style="text-align: center;">M</p>	<p style="text-align: center;">M</p>	<p style="text-align: center;">M</p>
<p style="text-align: center;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0500</p>				

<p>53:3, 57:20, 80:7, 92:6, 92:24 maintain [1] - 41:14 major [1] - 45:11 malfunction [1] - 35:24 map [1] - 34:14 maples [2] - 87:19, 88:13 March [1] - 99:14 Marquis [1] - 75:7 master [7] - 4:9, 5:10, 6:12, 29:3, 29:6, 32:19, 33:13 match [1] - 87:23 matched [1] - 78:17 material [7] - 4:21, 74:10, 79:21, 82:5, 82:17, 90:2, 95:18 materials [7] - 10:17, 10:19, 20:22, 79:4, 81:18, 83:14, 83:17 matter [1] - 56:13 mature [1] - 85:9 max [1] - 82:3 maximize [1] - 96:4 maximum [2] - 35:19, 40:21 McCoy's [3] - 6:13, 13:11, 13:25 McDonald's [1] - 63:8 mean [45] - 22:24, 24:25, 25:12, 42:14, 46:15, 48:11, 50:22, 51:4, 51:6, 51:7, 51:12, 52:4, 53:17, 53:18, 53:23, 54:1, 54:5, 54:9, 54:12, 54:16, 54:19, 54:21, 54:24, 54:25, 55:5, 55:11, 56:10, 56:24, 61:23, 65:8, 88:12, 88:14, 91:16, 94:4, 99:17, 102:14, 102:22, 104:16, 104:17, 104:18, 104:20, 105:23, 106:11 meaning [1] - 61:6 means [3] - 35:5, 42:5, 104:7 measures [2] - 4:15, 27:4 medium [1] - 40:11 meet [1] - 88:16 MEETING [1] - 1:3 meeting [13] - 2:4, 2:16, 2:18, 4:1, 24:8, 25:13, 72:19, 72:20, 73:18, 99:12, 100:6,</p>	<p>101:3, 101:25 meetings [2] - 31:2, 100:21 MEMBER [99] - 2:22, 2:23, 17:5, 18:2, 19:5, 19:15, 19:24, 20:3, 20:6, 21:5, 21:8, 22:5, 22:8, 22:11, 22:23, 23:5, 23:8, 23:11, 23:14, 25:1, 25:17, 26:9, 27:8, 27:12, 27:17, 27:19, 28:10, 28:15, 29:1, 29:4, 29:9, 29:20, 30:8, 30:12, 30:17, 30:21, 30:23, 33:8, 33:10, 39:16, 40:19, 41:16, 42:23, 43:1, 43:25, 44:5, 49:4, 49:7, 49:20, 50:22, 53:7, 53:16, 55:4, 56:15, 56:23, 57:13, 57:16, 57:19, 57:25, 58:23, 58:25, 59:5, 59:11, 59:12, 59:25, 60:3, 63:7, 64:1, 64:8, 64:12, 64:20, 65:2, 65:7, 65:19, 67:16, 67:18, 68:10, 69:2, 71:5, 71:7, 90:15, 90:18, 91:23, 94:14, 94:22, 95:1, 96:16, 96:25, 97:3, 98:8, 98:13, 102:5, 102:8, 104:13, 105:4, 105:10, 105:18, 105:20, 106:5 member [2] - 17:3, 101:6 Member [26] - 1:14, 1:14, 1:15, 1:18, 1:18, 2:8, 2:11, 2:13, 24:6, 30:22, 31:20, 40:23, 43:18, 51:19, 56:19, 58:10, 59:3, 59:17, 64:5, 72:13, 72:18, 72:23, 97:2, 97:20, 98:5, 98:18 members [14] - 27:15, 31:4, 45:20, 49:1, 50:15, 63:5, 64:13, 67:20, 85:16, 93:14, 96:23, 101:1, 102:11, 104:24 MEMBERS [8] - 1:12, 2:19, 3:2, 3:4, 33:16, 33:18, 98:17, 98:21 memo [2] - 105:8, 106:20</p>	<p>Memorandum [1] - 72:17 memorialized [1] - 29:11 mention [2] - 20:21, 64:16 mentioned [6] - 17:10, 21:12, 47:4, 56:4, 62:9, 63:12 menu [1] - 63:9 merely [1] - 21:6 mesh [2] - 15:9, 81:12 message [36] - 34:8, 35:2, 35:4, 35:9, 35:23, 36:9, 36:18, 42:2, 42:12, 44:25, 45:14, 46:5, 48:18, 48:21, 49:24, 50:1, 50:3, 52:2, 52:20, 52:25, 55:16, 56:6, 57:11, 59:21, 60:11, 60:12, 60:14, 60:20, 61:3, 67:9, 67:11, 67:13, 67:22, 70:4, 71:11 messages [4] - 35:11, 37:22, 45:13, 71:20 messaging [1] - 56:8 met [2] - 24:7, 82:2 metal [4] - 79:5, 79:11, 80:16, 83:17 MEYERS [34] - 1:19, 3:11, 5:17, 24:6, 25:11, 32:22, 32:25, 33:4, 34:2, 40:23, 43:18, 51:19, 56:19, 57:6, 57:14, 57:18, 58:10, 59:3, 59:7, 59:17, 60:2, 64:23, 65:4, 69:8, 70:11, 71:3, 72:4, 72:9, 73:9, 100:3, 100:14, 101:18, 101:23, 102:2 Meyers [12] - 3:9, 3:13, 5:16, 6:10, 27:1, 33:25, 36:24, 43:4, 58:1, 72:7, 74:23, 94:16 mic [1] - 2:7 MICHAEL [1] - 1:18 microphone [3] - 14:24, 61:13, 66:24 might [6] - 10:11, 28:18, 29:23, 64:25, 67:7, 69:17 mimics [1] - 8:15 minimum [1] - 4:6 minute [1] - 43:21 minutes [4] - 2:17,</p>	<p>2:18, 39:13, 54:20 miss [1] - 48:17 missed [1] - 20:25 mix [3] - 28:5, 79:1, 87:18 mixed [6] - 3:7, 3:16, 3:18, 4:7, 5:8, 15:20 mixed-tonal [1] - 15:20 mixed-use [5] - 3:7, 3:16, 3:18, 4:7, 5:8 modular [1] - 96:8 moist [1] - 88:9 moisture [1] - 88:8 moments [2] - 79:8, 84:6 Monday [1] - 100:16 money [1] - 95:12 monotonous [1] - 81:1 Montana [1] - 87:9 month [1] - 55:7 month's [1] - 100:6 months [1] - 6:7 Mosley [6] - 5:19, 5:21, 6:3, 16:21, 17:10, 104:18 MOSLEY [26] - 6:2, 7:24, 9:9, 15:9, 19:1, 19:6, 19:18, 20:2, 20:5, 21:2, 21:6, 21:16, 21:20, 22:7, 22:10, 23:13, 26:6, 27:7, 28:3, 28:13, 28:21, 30:4, 30:11, 30:15, 32:11, 33:21 most [9] - 13:9, 15:25, 37:9, 38:16, 60:21, 62:8, 62:20, 78:12, 96:11 mostly [3] - 11:3, 37:7, 64:12 motion [9] - 2:21, 33:7, 33:8, 33:11, 33:19, 98:7, 98:8, 98:11, 98:24 move [15] - 2:22, 3:6, 5:4, 33:22, 40:17, 59:15, 68:9, 72:3, 77:21, 78:22, 82:20, 84:12, 100:12, 107:2, 107:6 moved [1] - 62:19 movement [3] - 4:20, 35:24, 82:19 moving [2] - 76:3, 83:21 MR [35] - 7:23, 9:8, 16:25, 21:18, 22:15, 22:24, 23:6, 23:10,</p>	<p>37:3, 39:11, 40:14, 42:1, 46:7, 49:3, 53:12, 54:24, 55:11, 62:7, 63:1, 63:12, 64:18, 64:21, 65:18, 66:1, 70:23, 71:19, 72:2, 75:13, 85:13, 90:11, 90:17, 99:1, 99:3, 99:7, 107:4 MS [80] - 3:11, 5:17, 6:2, 7:24, 9:9, 15:9, 19:1, 19:6, 19:18, 20:2, 20:5, 21:2, 21:6, 21:16, 21:20, 22:7, 22:10, 23:13, 24:6, 25:11, 26:6, 27:7, 28:3, 28:13, 28:21, 28:22, 29:2, 29:5, 29:10, 30:4, 30:11, 30:15, 32:11, 32:22, 32:25, 33:4, 33:21, 34:2, 40:23, 43:18, 49:15, 51:19, 56:19, 57:6, 57:14, 57:18, 58:10, 59:3, 59:7, 59:17, 60:2, 60:7, 61:22, 64:23, 65:4, 66:8, 66:25, 68:25, 69:8, 69:10, 70:11, 71:1, 71:3, 72:4, 72:9, 73:9, 75:2, 75:14, 94:24, 96:9, 99:2, 100:3, 100:14, 101:18, 101:23, 102:2, 103:19, 105:2, 105:7, 106:20 multifamily [9] - 3:19, 12:12, 13:17, 15:14, 28:24, 72:6, 72:24, 73:1, 73:13 multiple [3] - 9:16, 16:12, 104:24 mural [1] - 81:11 must [2] - 34:25, 72:19 Myers [1] - 50:25</p>
N				
<p>nailed [1] - 89:9 name [6] - 3:13, 5:24, 39:14, 53:9, 65:17, 99:6 Nancy [2] - 39:13, 39:16 narrow [1] - 88:2 narrower [1] - 86:9 narrowest [1] - 86:7 native [1] - 88:12</p>				

<p>nature [4] - 17:20, 23:7, 45:13, 94:5 near [2] - 21:13, 87:13 need [12] - 22:19, 45:12, 51:15, 55:12, 61:9, 72:14, 76:20, 82:25, 96:4, 100:21, 103:5, 104:15 needs [3] - 66:9, 71:10, 101:7 neighbor's [1] - 47:2 new [12] - 6:9, 6:13, 10:13, 21:12, 28:18, 40:20, 50:1, 58:2, 100:12, 100:13, 102:3, 106:24 newer [2] - 42:1, 42:17 newly [1] - 30:6 next [8] - 13:8, 47:2, 72:20, 73:17, 79:13, 79:17, 79:25, 89:13 nice [8] - 15:3, 16:3, 79:22, 80:3, 82:13, 83:5, 88:21, 94:8 nicely [1] - 32:15 night [2] - 42:19, 42:22 nighttime [2] - 42:5, 63:25 nobody [3] - 62:15, 62:22, 103:8 nonconforming [1] - 47:5 none [3] - 2:20, 100:11, 107:1 nonprofit [1] - 65:25 nonstreet [5] - 34:9, 35:2, 36:18, 51:24, 53:2 normal [1] - 94:1 normally [1] - 92:9 North [2] - 1:8, 88:15 north [6] - 18:17, 19:20, 34:10, 74:14, 86:20 north-facing [2] - 19:20, 74:14 Northeast [1] - 73:5 northeast [1] - 78:9 northern [9] - 76:1, 76:5, 76:8, 76:10, 76:12, 76:15, 76:18, 78:17, 87:12 Notary [1] - 1:10 notated [1] - 57:12 note [1] - 21:7 noted [1] - 94:16 notes [1] - 108:11 nothing [4] - 66:22, 67:2, 77:11, 85:21</p>	<p>noticed [1] - 29:25 November [2] - 2:16, 4:1 number [8] - 28:4, 29:7, 31:2, 40:5, 50:11, 50:17, 67:21, 92:18 numerical [1] - 35:9</p> <hr/> <p style="text-align: center;">O</p> <hr/> <p>oaks [4] - 86:4, 86:16, 86:18, 88:13 obviously [7] - 10:14, 10:18, 11:14, 12:13, 20:20, 21:24, 42:5 occupant [2] - 61:18, 61:20 occur [2] - 35:19, 35:25 October [1] - 73:18 OF [4] - 1:1, 108:1, 108:3, 108:4 off-site [5] - 43:20, 43:24, 47:5, 51:10, 54:5 offensive [1] - 48:11 Office [2] - 1:19, 60:7 offices [1] - 76:2 often [1] - 60:12 old [2] - 100:7, 100:8 on-the-street [1] - 38:5 once [8] - 22:19, 49:25, 51:4, 60:23, 61:1, 62:18, 62:19, 71:16 One [4] - 3:7, 3:15, 4:9, 5:10 one [48] - 6:17, 7:24, 12:15, 16:6, 18:16, 18:20, 18:22, 21:6, 25:5, 25:8, 27:5, 32:2, 32:18, 33:9, 34:7, 34:22, 35:8, 35:19, 36:7, 36:17, 37:25, 38:19, 38:20, 38:22, 39:11, 44:24, 45:24, 46:1, 46:9, 46:24, 62:8, 66:10, 67:1, 71:10, 79:9, 79:13, 79:17, 80:1, 80:6, 81:17, 86:17, 89:13, 92:5, 92:16, 93:5, 95:7, 98:22, 104:5 one's [1] - 38:21 one-second [1] - 36:7 ones [4] - 20:24, 38:16, 42:17, 85:3</p>	<p>ongoing [1] - 4:17 online [1] - 75:8 open [1] - 19:19 opening [1] - 8:17 openings [1] - 9:3 opinion [7] - 90:19, 91:7, 102:25, 103:5, 103:11, 103:16, 106:8 opportunity [2] - 97:4, 97:13 opposed [3] - 3:3, 33:17, 98:20 option [1] - 7:17 order [2] - 2:4, 60:14 ordinance [6] - 34:21, 35:5, 40:20, 40:25, 57:15, 101:7 Ordinance [1] - 100:22 ordinances [1] - 39:21 organization [3] - 65:24, 69:17, 69:18 oriented [1] - 75:21 original [1] - 75:16 originally [5] - 29:18, 76:4, 76:6, 76:22, 77:12 otherwise [1] - 103:7 outdoor [2] - 5:3, 74:12 outlining [1] - 90:3 output [4] - 41:1, 41:2, 41:10, 41:15 outright [1] - 69:24 outs [3] - 74:10, 86:1, 90:24 outside [1] - 86:25 overall [2] - 17:12, 17:18 overhanging [1] - 84:15 overhangs [1] - 74:9 Overlay [7] - 36:3, 36:10, 36:16, 40:25, 57:7, 57:12, 59:19 overlooked [1] - 97:16 overpass [6] - 82:17, 82:22, 83:8, 83:10, 85:5, 87:24 overwhelming [3] - 41:22, 78:8, 81:2 owned [2] - 68:22, 69:19 owner [5] - 49:13, 61:18, 62:12, 94:10, 105:23 owners [1] - 66:10 ownership [1] - 50:17</p>	<p style="text-align: center;">P</p> <hr/> <p>p.m [3] - 1:7, 2:1, 107:8 package [2] - 11:7, 99:19 page [1] - 53:14 Page [2] - 12:9, 29:25 paid [1] - 103:1 paint [1] - 81:11 painting [1] - 24:13 palette [1] - 15:2 palm [1] - 10:23 palms [1] - 87:13 panel [2] - 82:12, 83:14 paneling [1] - 83:12 panels [3] - 79:5, 79:6, 83:18 parallel [2] - 86:2, 90:24 parcel [1] - 56:12 park [9] - 6:14, 11:20, 13:25, 19:13, 29:24, 30:2, 30:7, 30:10, 89:12 Park [2] - 22:16, 54:9 parking [21] - 3:23, 6:19, 7:21, 8:2, 8:4, 12:15, 12:22, 15:10, 18:9, 27:21, 28:17, 28:18, 34:17, 38:21, 47:8, 73:15, 74:7, 86:2, 87:23, 90:24 Parola [1] - 27:1 part [15] - 6:12, 6:25, 10:14, 25:8, 27:6, 29:12, 29:24, 30:9, 30:10, 32:20, 33:1, 45:11, 84:13, 85:11, 87:22 parte [1] - 17:7 particular [5] - 37:11, 61:11, 62:1, 85:1, 103:25 partner [1] - 77:5 parts [1] - 101:6 pass [3] - 14:21, 15:6, 16:17 passes [1] - 98:24 past [3] - 17:21, 100:16, 104:20 path [7] - 6:13, 7:16, 61:2, 68:8, 76:19, 86:23, 90:1 pathway [2] - 6:15, 11:19 pathways [1] - 11:15 pattern [2] - 80:21, 82:20</p>	<p>patterns [1] - 24:13 pavement [2] - 17:15, 91:3 paver [3] - 14:15, 15:18, 90:3 pavers [3] - 14:9, 16:8, 89:22 paving [1] - 89:23 PDF [2] - 7:22, 9:7 Peachtree [1] - 6:3 pedestrian [29] - 4:5, 4:12, 5:3, 6:15, 6:16, 7:6, 7:9, 7:13, 7:14, 10:23, 11:2, 11:15, 11:17, 13:8, 21:25, 76:19, 78:5, 80:12, 85:19, 85:25, 86:11, 86:12, 88:18, 88:22, 92:10, 94:1, 97:9, 97:11, 97:17 pedestrians [6] - 7:18, 17:14, 22:2, 22:22, 24:15, 84:16 peeves [1] - 86:17 people [15] - 20:9, 31:9, 31:14, 47:21, 47:22, 48:17, 48:22, 51:7, 53:10, 78:12, 89:11, 94:3, 104:2, 105:1, 106:1 per [7] - 34:21, 34:22, 35:5, 37:25, 41:13, 71:11, 100:20 percent [6] - 41:9, 47:16, 58:19, 77:14, 81:6, 81:7 perfect [1] - 21:9 performing [1] - 73:3 Performing [1] - 44:12 period [1] - 67:23 permissible [1] - 49:14 person [2] - 26:13, 39:11 personal [10] - 61:6, 61:9, 62:1, 65:14, 65:22, 66:16, 66:18, 66:23, 103:11, 105:12 perspective [3] - 23:18, 25:19, 92:11 pet [1] - 86:17 Phase [4] - 28:7, 28:8, 30:5, 30:7 pick [1] - 66:10 picking [1] - 15:17 picture [5] - 9:19, 18:22, 63:13, 84:2, 93:5 pictures [4] - 38:24,</p>
---	--	--	--	--

<p>45:18, 48:13, 63:10 piece [5] - 12:4, 21:22, 37:19, 71:8, 80:7 pieces [1] - 6:8 pin [2] - 54:13, 66:22 pin [2] - 88:1, 88:13 Place [10] - 73:17, 73:23, 74:5, 76:25, 77:4, 80:8, 82:7, 84:18, 86:4, 89:15 place [4] - 35:1, 38:12, 39:21, 92:5 placed [1] - 37:11 places [2] - 40:5, 89:10 plan [16] - 4:8, 4:9, 5:9, 5:10, 6:11, 6:12, 7:8, 29:3, 29:6, 29:13, 32:20, 33:13, 33:14, 76:3, 76:24, 77:9 planned [1] - 13:16 Planning [1] - 104:25 plans [4] - 6:21, 14:8, 27:2, 77:11 plant [3] - 86:3, 91:13, 91:14 planted [4] - 86:19, 87:2, 87:4, 87:13 planter [1] - 10:1 planters [1] - 10:5 planting [4] - 10:2, 85:10, 86:16, 88:24 plants [1] - 23:9 plasma [1] - 46:13 play [1] - 76:17 plaza [2] - 12:19, 76:22 pleased [1] - 26:4 pleases [1] - 100:25 pleasing [1] - 23:16 plenty [3] - 86:2, 89:10 podium [4] - 5:21, 22:14, 28:20, 37:2 point [8] - 6:22, 19:11, 22:2, 24:14, 37:22, 81:24, 86:7, 104:4 pointed [1] - 76:14 points [4] - 7:9, 16:13, 22:1, 75:15 pole [2] - 11:14, 11:21 policy [3] - 61:8, 66:9, 67:6 politely [1] - 76:14 political [1] - 54:2 pollution [2] - 50:10 pond [1] - 88:7 pool [2] - 3:22, 10:25 pop [2] - 79:15, 80:4 portion [11] - 30:5,</p>	<p>35:15, 35:18, 35:20, 76:5, 76:10, 76:12, 86:10, 90:5, 90:6, 92:11 portions [2] - 35:12, 82:25 possible [2] - 65:20, 82:9 possibly [4] - 24:12, 55:8, 58:21, 61:12 Powell [4] - 20:18, 39:13, 39:16, 43:5 PowerPoint [1] - 18:12 precast [1] - 32:4 precedent [7] - 40:3, 40:8, 41:20, 45:23, 53:20, 70:1, 70:9 prefabricated [1] - 15:23 prefer [1] - 27:15 presence [1] - 8:2 PRESENT [2] - 1:12, 1:16 present [2] - 5:20, 70:15 presentation [5] - 5:20, 37:1, 74:25, 77:2, 90:7 presented [1] - 25:4 Preservation [1] - 105:2 pretty [3] - 97:12, 104:11, 106:21 previously [4] - 8:9, 19:9, 85:21, 86:22 primarily [1] - 17:8 printer [1] - 81:22 printouts [1] - 81:22 private [2] - 68:21, 69:17 privately [1] - 68:21 problem [2] - 62:5, 71:24 proceed [1] - 87:14 proceedings [2] - 107:7, 108:9 Proceedings [1] - 1:6 process [4] - 4:17, 24:3, 68:8, 99:22 produce [1] - 41:7 product [2] - 15:24, 16:16 professional [2] - 102:24, 103:13 Professional [2] - 108:7, 108:18 professionalism [1] - 103:21 programmed [5] -</p>	<p>63:17, 63:21, 76:1, 76:22, 78:24 programming [9] - 76:9, 76:16, 76:20, 77:6, 78:1, 80:24, 81:16, 84:1, 84:21 programs [1] - 38:14 progression [1] - 31:3 prohibit [1] - 43:6 prohibited [1] - 41:6 project [23] - 16:5, 17:17, 26:12, 27:13, 32:14, 41:17, 72:14, 75:8, 75:11, 75:18, 78:10, 83:6, 91:17, 91:25, 93:19, 94:7, 94:18, 97:12, 102:16, 103:25, 104:8, 105:15, 105:22 projects [5] - 73:4, 99:20, 101:10, 101:11, 106:10 prominent [5] - 8:13, 9:2, 13:20, 19:3, 20:8 promote [1] - 10:5 prompt [1] - 16:13 proper [1] - 11:20 properties [1] - 103:2 property [7] - 37:18, 37:19, 45:4, 45:5, 67:8, 87:11, 94:10 proposal [1] - 97:6 proposed [6] - 4:15, 4:25, 15:14, 29:19, 34:18, 36:10 proposing [8] - 11:11, 14:3, 14:6, 14:10, 14:11, 15:2, 16:8, 100:24 proprietary [1] - 62:15 Prosser [4] - 17:7, 22:15, 30:24, 31:5 protruding [1] - 80:2 provide [13] - 8:20, 11:5, 32:6, 32:9, 37:1, 60:6, 68:20, 74:8, 83:13, 91:10, 97:13, 102:25, 103:5 provided [3] - 8:9, 10:8, 14:18 provides [3] - 34:19, 74:5, 82:13 providing [2] - 5:1, 34:4 Prudential [2] - 75:24, 78:12 Public [1] - 1:10 public [26] - 16:23,</p>	<p>23:2, 27:24, 28:2, 28:7, 28:11, 28:17, 29:8, 29:15, 35:7, 39:9, 40:13, 40:14, 43:5, 47:13, 61:7, 65:13, 65:21, 66:9, 67:2, 67:6, 68:18, 68:19, 90:10, 107:2 publicly [1] - 72:20 pull [2] - 85:1, 96:19 pulled [4] - 74:13, 80:10, 84:15, 100:5 pulling [1] - 84:19 punching [1] - 90:4 purpose [6] - 22:21, 28:8, 65:13, 65:21, 67:3, 68:19 purposes [2] - 38:25, 39:25 pursuant [2] - 72:16, 72:22 push [3] - 24:16, 54:13, 67:24 pushed [4] - 92:12, 92:13, 92:20, 93:6 pushing [1] - 90:23 put [19] - 7:25, 37:22, 38:9, 46:25, 47:1, 48:8, 48:15, 56:8, 60:9, 60:11, 60:21, 62:21, 63:13, 68:13, 86:14, 95:13, 99:20, 101:1, 101:11 putting [6] - 17:14, 55:6, 55:13, 55:15, 71:19, 106:11</p> <p style="text-align: center;">Q</p> <p>quality [2] - 4:23, 96:21 questions [7] - 5:13, 16:20, 18:7, 20:18, 36:21, 64:3, 74:20 quick [2] - 9:10, 10:11 quicker [1] - 10:7 quickly [1] - 49:17 quite [2] - 20:22, 92:22</p> <p style="text-align: center;">R</p> <p>racks [1] - 89:5 Radcliff [8] - 5:16, 27:1, 33:25, 36:24, 43:4, 72:7, 74:23, 94:16 Radcliff-Meyers [8] - 5:16, 27:1, 33:25, 36:24, 43:4, 72:7,</p>	<p>74:23, 94:16 RADCLIFFE [34] - 1:19, 3:11, 5:17, 24:6, 25:11, 32:22, 32:25, 33:4, 34:2, 40:23, 43:18, 51:19, 56:19, 57:6, 57:14, 57:18, 58:10, 59:3, 59:7, 59:17, 60:2, 64:23, 65:4, 69:8, 70:11, 71:3, 72:4, 72:9, 73:9, 100:3, 100:14, 101:18, 101:23, 102:2 Radcliffe [5] - 3:9, 3:13, 6:10, 50:25, 58:1 RADCLIFFE-MEYERS [34] - 1:19, 3:11, 5:17, 24:6, 25:11, 32:22, 32:25, 33:4, 34:2, 40:23, 43:18, 51:19, 56:19, 57:6, 57:14, 57:18, 58:10, 59:3, 59:7, 59:17, 60:2, 64:23, 65:4, 69:8, 70:11, 71:3, 72:4, 72:9, 73:9, 100:3, 100:14, 101:18, 101:23, 102:2 Radcliffe-Meyers [4] - 3:9, 3:13, 6:10, 58:1 Radcliffe-Myers [1] - 50:25 raise [1] - 20:18 raised [3] - 26:20, 26:22, 39:12 ramp [3] - 7:18, 13:1, 21:13 ramps [3] - 7:7, 7:10, 21:23 ran [1] - 83:15 Randy [2] - 36:25, 37:4 rather [1] - 32:9 rating [1] - 41:9 reached [1] - 76:14 read [5] - 42:12, 72:14, 72:19, 73:6, 99:18 reads [1] - 52:2 real [5] - 9:10, 10:11, 60:19, 96:8, 96:18 realigned [2] - 76:24, 77:3 realize [1] - 100:19 realized [1] - 81:21 really [74] - 7:14, 7:18, 8:13, 10:5, 10:21,</p>
---	---	---	--	--

<p>11:18, 12:11, 12:23, 14:14, 16:3, 16:13, 17:13, 18:6, 18:8, 20:6, 20:12, 20:13, 22:1, 22:25, 25:14, 25:19, 25:22, 25:23, 25:25, 26:4, 26:23, 31:22, 37:7, 38:9, 38:25, 39:2, 41:18, 47:9, 48:9, 48:10, 48:14, 49:17, 50:5, 50:23, 51:15, 55:1, 55:22, 56:5, 65:10, 66:9, 66:11, 69:16, 77:25, 80:3, 80:13, 80:17, 80:23, 81:12, 81:14, 81:23, 82:5, 82:7, 82:21, 83:8, 83:10, 84:15, 85:6, 88:21, 92:1, 92:18, 93:9, 94:8, 96:18, 99:21, 101:7, 101:9, 101:11, 103:20 realm [1] - 57:3 reason [7] - 36:1, 44:13, 51:22, 53:3, 60:1, 66:11, 67:6 reasons [2] - 44:9, 72:25 receive [1] - 72:12 recently [1] - 102:20 recessed [2] - 79:13, 79:18 recessing [1] - 95:24 recognize [4] - 2:8, 2:11, 30:20, 74:25 recommend [1] - 101:17 recommendation [4] - 32:3, 32:10, 62:25, 68:3 recommendations [2] - 4:4, 73:22 recommending [1] - 51:1 recommends [3] - 5:6, 36:14, 74:17 record [6] - 5:25, 17:6, 39:15, 72:15, 73:7, 108:10 red [3] - 12:9, 12:10, 87:19 Redevelopment [1] - 1:19 referenced [1] - 44:10 referring [1] - 97:22 regard [1] - 98:1 regarding [2] - 35:3, 95:4 regards [4] - 17:8,</p>	<p>52:2, 67:21, 70:16 regular [4] - 2:16, 45:22, 46:3, 105:1 regulate [3] - 41:3, 61:2, 63:14 regulated [5] - 36:12, 41:13, 43:23, 46:9, 52:24 regulates [1] - 41:2 regulation [1] - 36:5 regulations [1] - 45:2 related [6] - 7:5, 13:6, 13:8, 43:10, 43:16, 67:4 relates [1] - 10:20 relies [1] - 97:11 relocate [1] - 62:10 relocated [1] - 62:19 remain [1] - 77:5 remained [1] - 75:16 remaining [1] - 77:16 remains [1] - 68:18 remember [2] - 5:24, 45:25 remind [1] - 75:17 reminder [2] - 4:24, 5:22 remotely [1] - 51:17 rendering [1] - 97:5 renderings [7] - 4:19, 77:22, 78:19, 83:21, 83:24, 94:23, 94:25 rent [1] - 67:8 reply [1] - 20:14 report [14] - 3:10, 3:15, 5:12, 6:19, 21:1, 34:1, 34:4, 36:20, 44:11, 72:8, 72:11, 73:10, 74:19, 108:9 reporter [1] - 2:6 REPORTER [1] - 108:1 Reporter [2] - 108:8, 108:18 represent [1] - 15:10 represented [1] - 13:12 represents [1] - 28:24 request [3] - 35:1, 39:24, 91:10 requesting [1] - 70:18 require [2] - 63:16, 71:21 required [2] - 4:12, 10:14 requirement [3] - 41:1, 66:7, 72:22 requirements [1] - 36:12</p>	<p>requires [1] - 36:5 research [1] - 60:5 residential [8] - 3:20, 3:22, 11:24, 12:14, 13:3, 15:3, 29:17, 84:20 residents [2] - 28:1, 28:6 respect [2] - 48:4, 97:8 respectful [1] - 103:13 respond [1] - 95:22 responding [2] - 91:10, 97:24 response [8] - 2:19, 3:4, 9:13, 33:18, 68:11, 98:21, 100:10, 106:25 responsiveness [1] - 30:25 rest [1] - 80:20 restate [1] - 28:13 restaurant [4] - 3:22, 4:25, 12:18, 19:12 restrict [1] - 56:9 restricted [1] - 55:12 restriction [2] - 50:11, 68:20 retail [1] - 28:6 retained [1] - 73:2 retention [1] - 88:7 reverted [1] - 77:8 Review [5] - 4:2, 5:6, 36:14, 73:19, 74:17 REVIEW [1] - 1:2 review [3] - 7:25, 105:5, 106:9 reviewed [1] - 34:25 reviewing [2] - 27:2, 27:3 revolving [1] - 59:2 rid [1] - 89:11 ridge [2] - 8:21, 9:4 right-hand [1] - 24:16 right-of-way [4] - 35:7, 76:11, 76:12, 77:7 right-turn [1] - 86:8 rights [1] - 62:18 river [3] - 18:18, 19:14, 31:9 riverfront [2] - 3:21, 5:1 RiversEdge [4] - 73:17, 76:13, 77:1, 78:11 Riverside [11] - 3:7, 3:15, 4:9, 5:11, 13:10, 13:16, 18:14, 18:15, 31:8, 31:15,</p>	<p>31:25 Riverwalk [12] - 5:1, 5:2, 5:4, 7:16, 10:22, 12:19, 13:10, 13:13, 13:15, 13:24, 18:24, 28:9 Road [1] - 37:4 road [3] - 37:16, 37:17, 97:17 roads [1] - 53:13 roadways [1] - 85:18 rod [1] - 81:18 roof [4] - 74:12, 74:14, 78:17, 92:18 rooftop [3] - 78:15, 78:16, 84:9 Room [1] - 1:8 room [6] - 75:5, 77:24, 85:22, 87:10, 87:12, 87:15 rotating [1] - 50:6 round [3] - 11:6, 25:3, 94:23 row [1] - 88:6 rows [1] - 88:1 run [5] - 45:4, 60:24, 61:7, 65:14, 85:17 running [3] - 48:22, 86:5, 96:11 Russell [1] - 96:13</p> <p style="text-align: center;">S</p> <p>sabal [1] - 87:13 safer [1] - 7:17 safety [1] - 23:17 salesperson [1] - 60:23 sample [3] - 15:21, 16:7, 16:11 sanctity [1] - 104:15 sand [2] - 15:16, 15:19 sat [1] - 31:1 satisfy [2] - 24:10, 66:7 saw [8] - 18:11, 18:19, 18:22, 29:10, 76:4, 77:12, 85:21, 88:4 scale [2] - 41:19, 87:23 scaled [1] - 76:15 Scenic [2] - 39:18, 39:19 schedule [1] - 88:24 Schilling [14] - 2:25, 26:8, 27:10, 42:25, 43:19, 71:6, 72:13, 72:19, 72:23, 94:13, 94:20, 98:18, 98:23, 102:12</p>	<p>SCHILLING [11] - 1:14, 2:22, 26:9, 27:8, 43:1, 43:25, 68:10, 69:2, 71:5, 71:7, 94:14 screen [7] - 12:9, 15:10, 16:12, 16:16, 32:3, 63:9, 81:12 screening [7] - 8:20, 73:22, 74:3, 81:24, 82:4, 82:8, 85:7 scroll [1] - 9:10 scrolls [1] - 35:9 seating [1] - 5:3 second [17] - 2:23, 2:25, 7:20, 10:4, 33:10, 33:14, 35:11, 35:19, 36:7, 57:4, 71:8, 79:20, 96:12, 98:12, 98:13, 98:14, 101:3 seconds [9] - 35:10, 35:17, 36:6, 48:17, 49:24, 50:7, 71:11, 71:16, 71:21 Secretary [1] - 1:13 section [3] - 30:3, 85:18, 85:21 Section [2] - 41:5, 72:16 sections [1] - 92:3 see [46] - 11:8, 12:8, 13:15, 15:22, 15:24, 21:25, 26:4, 26:13, 31:2, 32:15, 45:12, 48:23, 53:9, 53:11, 53:13, 53:25, 54:14, 54:16, 71:19, 77:15, 78:18, 80:23, 81:17, 81:20, 83:7, 83:10, 83:20, 83:25, 84:10, 84:19, 86:4, 86:18, 87:4, 87:17, 87:21, 88:1, 89:13, 89:22, 91:8, 92:2, 93:5, 97:5, 97:12, 99:13, 101:12, 104:4 seeing [2] - 43:11, 84:25 seeking [1] - 73:12 seeks [2] - 3:17, 34:6 seem [3] - 69:11, 69:19, 93:4 segment [1] - 79:25 segments [1] - 84:7 selected [3] - 32:4, 89:19, 89:23 selection [1] - 73:25 self [1] - 63:22 self-dimming [1] -</p>
---	---	---	--	--

<p>63:22 sell [3] - 40:10, 42:4, 54:21 send [2] - 100:16, 101:20 sense [6] - 11:17, 26:3, 31:13, 65:22, 92:23, 93:15 separate [4] - 7:22, 29:16, 29:17, 86:23 separately [1] - 33:3 separating [1] - 89:24 series [1] - 86:4 service [1] - 99:23 services [1] - 73:3 set [2] - 69:25, 70:8 settled [1] - 28:7 seven [1] - 17:21 seventh [1] - 16:1 several [1] - 26:18 shade [8] - 9:22, 10:21, 11:1, 86:3, 86:14, 87:2, 87:6, 90:25 shades [1] - 79:3 shall [2] - 35:15, 35:19 shape [1] - 87:2 shapes [1] - 80:25 share [3] - 26:11, 68:11, 71:17 shaved [1] - 86:18 sheet [2] - 81:20, 81:25 shining [1] - 42:11 shoot [1] - 104:17 show [10] - 8:3, 8:15, 8:24, 13:18, 44:14, 55:7, 83:8, 85:5, 91:4, 95:2 showed [3] - 53:14, 63:11, 81:25 showing [1] - 96:7 shown [1] - 20:25 shows [2] - 63:22, 76:24 shrubs [2] - 11:3, 11:10 sic [3] - 5:19, 32:19, 73:2 sick [1] - 10:12 side [19] - 18:18, 20:10, 34:23, 37:11, 38:1, 48:6, 56:11, 57:2, 76:1, 76:8, 76:20, 82:7, 85:20, 86:15, 86:20, 87:11, 87:20, 87:25, 88:5 sides [2] - 19:4, 19:21 sidewalk [8] - 17:9, 80:12, 84:20, 86:7,</p>	<p>86:15, 87:14, 97:10, 97:23 sidewalks [1] - 26:17 siding [2] - 79:6, 79:22 sign [89] - 12:8, 12:10, 13:4, 13:20, 14:3, 33:23, 34:5, 34:7, 34:9, 34:22, 34:24, 35:4, 35:5, 35:12, 35:15, 35:18, 35:21, 36:4, 36:5, 36:10, 36:16, 36:18, 37:7, 37:24, 38:4, 38:6, 39:1, 39:6, 39:20, 40:20, 41:3, 41:5, 41:24, 41:25, 43:8, 43:12, 43:20, 44:8, 44:18, 45:2, 45:3, 45:22, 45:25, 46:3, 46:22, 46:24, 47:5, 47:8, 48:12, 49:9, 49:12, 50:6, 50:12, 51:22, 51:23, 52:3, 52:22, 53:24, 54:5, 56:4, 56:11, 56:22, 57:8, 57:9, 57:10, 57:11, 58:2, 58:6, 58:8, 58:14, 58:21, 59:9, 59:13, 59:14, 59:20, 59:21, 59:23, 61:17, 61:24, 65:14, 67:10, 67:22, 68:4, 68:17, 68:23, 83:11, 85:6, 88:4 signage [15] - 10:16, 12:3, 12:18, 12:19, 13:14, 13:23, 13:24, 20:21, 21:2, 34:18, 40:21, 40:22, 41:21, 55:22, 55:23 signalized [1] - 24:15 significantly [1] - 95:25 signs [29] - 12:11, 13:7, 13:15, 20:23, 36:2, 36:9, 36:11, 38:22, 42:2, 43:24, 44:10, 44:11, 44:13, 44:23, 46:10, 46:12, 46:25, 47:7, 47:8, 48:1, 48:3, 52:9, 52:19, 52:21, 52:25, 55:7, 57:7, 57:15, 61:23 Signs [1] - 52:7 silver [1] - 15:9 similar [5] - 23:10, 36:11, 44:10, 44:15, 80:1</p>	<p>Simultaneous [3] - 59:10, 64:24, 69:7 simultaneously [1] - 35:20 sit [1] - 89:11 site [36] - 4:8, 4:9, 5:9, 5:10, 6:11, 6:12, 6:15, 6:21, 7:8, 11:13, 14:8, 29:3, 29:6, 29:13, 32:19, 33:13, 34:10, 43:20, 43:22, 43:24, 47:5, 51:10, 54:3, 54:4, 54:5, 76:3, 76:24, 77:4, 77:8, 77:9, 85:17, 85:20, 85:23, 88:23, 96:5 sitting [1] - 57:1 situation [2] - 53:21, 87:10 six [3] - 53:24, 53:25, 55:7 sizes [1] - 80:25 Skiles [1] - 75:10 skin [1] - 95:13 Skyway [1] - 75:22 slam [1] - 57:17 slam-dunk [1] - 57:17 slide [5] - 7:21, 11:13, 12:2, 14:5, 92:17 slides [2] - 81:5, 90:16 slightly [5] - 19:18, 85:4, 86:9, 92:14, 92:20 slip [2] - 81:20, 81:25 slippery [1] - 61:1 slope [1] - 61:1 small [6] - 13:12, 37:14, 37:19, 41:18, 53:19, 84:7 smaller [1] - 101:15 so-and-so [2] - 60:21, 60:22 soften [2] - 14:14, 31:13 software [2] - 62:14, 62:17 soil [1] - 86:2 sold [1] - 45:5 solidify [1] - 22:20 someone [1] - 105:22 sometime [2] - 45:5, 101:5 somewhere [1] - 62:10 sophisticated [1] - 92:22 sorry [9] - 9:9, 28:13, 49:3, 53:8, 58:25, 61:13, 65:4, 71:3,</p>	<p>104:10 sort [1] - 54:13 sorts [1] - 54:2 south [4] - 19:22, 34:12, 87:14, 87:20 South [1] - 22:16 Southbank [1] - 91:5 southern [2] - 83:5, 84:17 space [10] - 73:14, 74:12, 76:8, 85:24, 86:2, 86:13, 86:21, 88:18, 95:10, 95:24 spaces [5] - 3:24, 6:20, 28:7, 29:7, 29:15 spacing [1] - 89:16 speaking [5] - 5:23, 59:10, 64:24, 69:7, 97:24 special [10] - 33:23, 34:5, 34:7, 34:24, 36:16, 57:9, 57:10, 58:14, 59:23, 91:3 species [5] - 9:22, 11:4, 87:18, 88:14 specific [9] - 52:6, 52:17, 52:18, 57:7, 65:13, 86:6, 102:16, 104:11, 106:21 specifically [7] - 29:7, 29:15, 52:14, 54:7, 57:11, 59:20, 59:24 spend [2] - 78:1, 95:9 spent [2] - 25:2, 81:9 spirit [1] - 45:1 sponsor [1] - 70:6 spots [1] - 27:21 spread [1] - 95:12 spreading [1] - 95:5 Springfield [1] - 54:9 square [9] - 36:19, 37:25, 56:5, 58:12, 58:20, 67:25, 73:14, 96:4 St [2] - 37:4, 85:15 staff [40] - 3:10, 3:15, 4:13, 5:6, 5:12, 6:19, 13:6, 17:7, 23:20, 26:25, 32:23, 33:9, 33:25, 34:4, 36:14, 36:20, 44:11, 49:8, 51:1, 51:16, 51:21, 58:13, 70:12, 72:7, 72:11, 73:10, 73:24, 74:17, 74:19, 74:20, 89:8, 89:20, 99:15, 99:24, 100:8, 100:13, 100:24, 101:16</p>	<p>staff's [1] - 91:10 staggered [1] - 88:6 stair [5] - 8:22, 9:5, 19:2, 19:10, 19:13 stairs [3] - 13:20, 13:21, 13:23 stairwell [1] - 18:23 stand [2] - 3:22, 14:23 stand-alone [1] - 3:22 standard [1] - 40:21 start [13] - 2:15, 17:3, 22:12, 45:23, 62:16, 78:22, 85:1, 85:3, 90:14, 100:22, 101:5, 101:8, 101:9 started [2] - 43:21, 100:19 starting [1] - 78:9 State [6] - 1:10, 34:11, 41:19, 66:18, 66:20, 66:21 STATE [1] - 108:3 state [7] - 5:24, 39:14, 58:14, 59:23, 91:3, 99:5, 103:23 statement [4] - 80:7, 84:14, 93:10, 93:11 static [3] - 35:12, 35:16, 36:5 stating [1] - 57:4 statute [3] - 103:23, 104:12, 106:22 Statutes [1] - 72:17 stay [1] - 11:6 stayed [1] - 58:12 stenographic [1] - 108:11 stenographically [1] - 108:9 steps [1] - 86:8 still [13] - 10:23, 24:18, 32:6, 51:10, 52:24, 75:22, 77:7, 78:6, 79:18, 84:22, 84:24, 86:11, 103:14 stone [1] - 15:13 stop [2] - 24:15, 24:16 stories [2] - 58:7, 58:17 story [2] - 9:25, 16:2 straight [1] - 3:6 Street [19] - 1:8, 4:6, 4:13, 4:17, 6:4, 8:15, 8:24, 9:24, 30:6, 34:11, 34:12, 34:13, 37:13, 41:20, 56:3, 76:11, 85:14, 99:8 street [15] - 7:15, 34:16, 34:23, 34:24, 35:7, 38:1, 38:5,</p>
---	---	---	--	--

<p>43:11, 47:3, 54:15, 56:11, 56:16, 57:20, 73:25, 86:10 streetlights [1] - 73:25 streetscape [10] - 86:11, 88:17, 89:2, 89:3, 89:6, 89:14, 89:20, 90:21, 91:5, 95:17 strip [2] - 86:23, 86:25 strong [1] - 94:8 structure [4] - 8:6, 8:16, 23:12, 79:1 structures [1] - 4:23 struggling [1] - 54:22 studied [1] - 9:21 stuff [1] - 54:3 styles [1] - 80:25 subject [2] - 4:4, 73:21 submit [2] - 13:6, 104:23 successful [3] - 20:19, 75:22, 93:20 sudden [1] - 50:7 suggestion [4] - 69:10, 70:10, 70:12, 81:13 Suite [3] - 22:16, 28:23, 75:3 sun [2] - 42:11, 63:24 sunset [1] - 68:24 super [2] - 42:8, 91:8 support [5] - 46:2, 46:5, 91:19, 101:14 surface [2] - 34:17, 41:12 surrounding [1] - 83:12 SUSAN [1] - 1:19 Susan [2] - 60:7, 103:11 Sutton [1] - 22:16 swap [1] - 9:6 switch [1] - 93:16 sycamore [2] - 91:14, 91:15 sycamores [2] - 87:1, 88:13 system [3] - 9:24, 10:1, 16:15 systems [1] - 9:18</p>	<p>72:1 TAYLOR [17] - 37:3, 42:1, 46:7, 49:3, 53:12, 54:24, 55:11, 62:7, 63:1, 63:12, 64:18, 64:21, 65:18, 66:1, 70:23, 71:19, 72:2 teal [1] - 81:18 team [5] - 9:17, 32:17, 75:8, 77:25, 99:17 tech [1] - 46:12 technology [1] - 46:12 television [4] - 56:17, 56:21, 56:24, 57:1 ten [1] - 28:7 terms [5] - 69:22, 82:18, 83:14, 84:19, 89:4 test [1] - 105:16 text [1] - 54:13 texture [2] - 11:4, 16:10 textures [2] - 14:12, 14:15 THE [88] - 2:3, 2:20, 2:24, 3:3, 3:5, 5:15, 5:18, 5:22, 15:8, 16:21, 17:1, 17:25, 26:7, 27:10, 27:14, 27:18, 30:16, 30:19, 30:22, 31:20, 32:12, 32:23, 33:2, 33:5, 33:11, 33:17, 33:19, 33:22, 36:23, 39:7, 40:12, 40:16, 42:24, 44:3, 48:25, 49:6, 50:20, 53:6, 57:23, 58:24, 60:4, 61:15, 62:4, 62:24, 63:2, 64:5, 64:10, 64:25, 66:3, 67:15, 67:17, 68:2, 70:24, 71:2, 71:4, 71:6, 71:25, 72:3, 72:5, 73:8, 74:22, 90:8, 90:12, 91:21, 94:12, 94:20, 95:21, 96:17, 97:1, 97:20, 98:10, 98:14, 98:20, 98:22, 99:5, 100:1, 100:4, 100:11, 101:13, 101:22, 102:1, 102:3, 102:7, 105:9, 106:17, 106:23, 107:1, 107:5 Theatre [4] - 59:16, 70:3, 70:6, 70:7 they've [4] - 56:2, 80:24, 91:7, 95:12</p>	<p>thin [1] - 96:7 thinking [2] - 48:9, 93:2 third [2] - 13:4, 101:4 thoughts [1] - 69:5 three [2] - 39:13, 54:20 throughout [2] - 16:14, 88:12 throw [1] - 71:13 throwing [2] - 38:23, 69:4 Thursday [2] - 1:6, 2:4 tie [1] - 8:5 tied [1] - 12:7 ties [1] - 82:12 tile [1] - 96:7 timeless [1] - 15:4 Times-Union [2] - 38:17, 52:5 timing [1] - 36:7 TOD [1] - 94:7 today [10] - 5:24, 6:5, 6:25, 7:3, 23:1, 69:12, 75:5, 83:18, 102:12, 104:18 together [2] - 101:2, 101:3 tonal [1] - 15:20 top [7] - 8:8, 8:19, 58:6, 60:22, 78:25, 82:21 total [1] - 3:20 totaling [1] - 36:19 totally [2] - 45:17, 71:9 touch [1] - 46:19 toward [1] - 76:16 towards [3] - 82:25, 87:7, 92:20 tower [4] - 9:5, 19:3, 19:10, 19:14 towers [1] - 8:22 town [1] - 104:20 traditional [1] - 89:18 Traffic [3] - 24:9, 24:19, 24:22 traffic [10] - 4:15, 7:14, 23:20, 24:11, 27:4, 37:12, 41:8, 97:9, 97:11, 97:17 Training [1] - 1:8 transcript [2] - 25:13, 108:10 transit [1] - 75:21 transit-oriented [1] - 75:21 transition [1] - 79:12 transparency [1] - 80:13 transparent [1] -</p>	<p>84:10 trash [2] - 89:5, 89:11 travel [1] - 90:1 treatment [4] - 19:21, 77:16, 79:12, 80:16 treatments [1] - 79:15 tree [1] - 88:23 trees [17] - 10:21, 10:24, 11:1, 11:9, 85:9, 86:3, 86:14, 87:2, 87:22, 88:1, 88:6, 88:10, 88:12, 88:25, 90:25, 97:25, 98:1 trendy [1] - 15:5 TREVOR [1] - 1:13 triangle [1] - 77:3 Trimmer [4] - 28:20, 28:22, 75:1, 75:3 TRIMMER [9] - 28:22, 29:2, 29:5, 29:10, 75:2, 75:14, 94:24, 96:9, 99:2 Tropia [3] - 1:9, 108:7, 108:18 true [3] - 15:24, 96:10, 108:10 truly [2] - 53:1, 99:24 try [6] - 2:7, 6:7, 7:18, 54:20, 78:2, 81:14 trying [7] - 22:1, 55:15, 56:6, 64:2, 67:24, 68:4, 87:3 turn [5] - 7:7, 19:7, 24:16, 85:12, 86:8 TVs [1] - 46:13 twice [1] - 50:3 two [15] - 3:19, 9:25, 16:8, 18:13, 19:4, 19:20, 21:25, 35:13, 50:16, 53:12, 58:7, 81:7, 87:21, 90:16, 99:12 two-story [1] - 9:25 tying [1] - 89:14 type [1] - 40:4 types [1] - 39:22 typical [1] - 91:5 typically [1] - 37:24</p>	<p>92:18, 93:3 uniform [2] - 32:7, 38:15 Union [6] - 34:12, 37:13, 38:17, 41:20, 52:5, 56:3 unique [1] - 87:9 units [3] - 3:21, 84:20, 85:2 unless [2] - 54:7, 103:12 up [49] - 7:2, 7:8, 7:24, 9:12, 10:3, 13:2, 14:23, 15:17, 16:14, 22:12, 23:9, 36:1, 38:10, 38:23, 41:19, 45:11, 46:25, 47:1, 48:14, 49:5, 49:15, 55:13, 56:8, 57:24, 58:1, 58:7, 58:19, 60:4, 60:21, 63:14, 63:17, 65:20, 78:2, 78:4, 78:10, 78:17, 79:19, 80:11, 82:20, 84:4, 84:8, 84:15, 86:9, 90:5, 94:4, 96:11, 96:12, 99:13, 106:1 update [2] - 29:14, 60:6 updated [2] - 74:2, 101:8 updates [2] - 100:19, 100:23 urban [2] - 4:21, 84:23 user [6] - 45:6, 49:10, 49:13, 49:22, 50:17, 64:16 users [1] - 54:16 uses [2] - 11:24, 67:4 utilize [1] - 25:15</p>
V				
<p>VA [10] - 37:9, 37:23, 38:11, 45:10, 45:16, 49:11, 55:1, 55:20, 55:21 vacant [5] - 34:10, 34:11, 34:13, 34:17, 37:14 valuable [1] - 99:16 value [1] - 68:12 Vanna [1] - 83:19 variety [2] - 11:4, 95:18 vary [1] - 81:18 vehicle [1] - 11:17 vehicles [1] - 74:6 vehicular [2] - 12:24,</p>				

<p>41:8 verbal [1] - 35:8 vertical [1] - 8:23 veteran [2] - 52:12, 52:16 veterans [9] - 37:6, 38:12, 40:1, 47:12, 52:14, 55:15, 56:1, 62:2, 64:16 Veterans [3] - 64:19, 64:21, 65:16 via [1] - 1:18 vibrancy [1] - 11:5 vicinity [1] - 34:14 views [1] - 5:1 vines [3] - 9:20, 11:11, 16:14 visibility [5] - 34:19, 37:21, 56:2, 74:6, 88:3 visible [2] - 35:6, 82:22 visitors [1] - 54:15 visual [1] - 4:22 visually [1] - 74:11 visuals [1] - 14:18 vitality [1] - 9:15 volunteer [1] - 101:21 vote [5] - 63:3, 68:5, 70:19, 102:12, 104:7 voted [4] - 4:2, 45:24, 73:20, 103:25 voting [5] - 72:12, 94:17, 98:19, 103:22 Voting [1] - 72:18</p>	<p>water [1] - 27:23 Waterways [2] - 27:22, 27:23 week [2] - 101:4 weekend [1] - 60:24 welcome [1] - 15:11 welcoming [1] - 93:9 well-depicted [1] - 14:17 West [3] - 34:12, 37:12, 56:3 west [3] - 34:13, 34:15, 88:5 west-facing [1] - 34:15 wetlands [1] - 87:18 whichever [1] - 58:20 White [1] - 83:19 white [3] - 15:16, 15:19, 93:23 whole [4] - 41:23, 45:6, 47:25, 80:15 widening [1] - 25:23 wider [2] - 26:4, 26:16 width [2] - 4:5, 4:11 wild [1] - 38:24 WILLIAM [1] - 1:14 willing [2] - 55:6, 106:12 window [3] - 8:17, 79:15, 80:3 windows [2] - 80:5, 80:24 wish [1] - 17:22 withdraw [1] - 70:18 withdrawn [1] - 70:25 wondering [2] - 92:6, 92:11 wood [4] - 9:3, 14:12, 15:21, 15:24 word [1] - 92:16 worth [2] - 95:10, 95:11 wow [1] - 42:7 wrap [2] - 77:14, 85:3 wrapped [2] - 78:21, 81:6 wrapping [1] - 84:11 write [1] - 106:20</p>	<p>year [1] - 11:6 year-round [1] - 11:6 years [3] - 17:21, 104:20, 105:13 yellow [1] - 12:17 yesterday [3] - 9:13, 10:9, 20:14</p>
Z		
<p>ZEITS [2] - 99:3, 99:7 Zeits [2] - 75:6, 99:7 zone [15] - 4:6, 4:12, 7:10, 7:13, 36:3, 36:10, 57:7, 57:12, 59:19, 85:25, 86:1, 86:12, 86:13, 89:24, 89:25 zones [5] - 6:16, 10:23, 85:19, 88:17 zoning [1] - 66:16 Zoom [3] - 1:18, 2:12, 39:12 zoom [1] - 21:16 ZOOM [2] - 39:16, 96:16</p>		
W		
<p>waiting [1] - 10:3 waivers [1] - 66:19 walk [1] - 19:14 walkers [1] - 87:7 walking [2] - 84:4, 94:4 walks [1] - 11:2 walkway [2] - 13:19, 14:2 walkways [3] - 29:25, 30:1, 30:4 wall [24] - 7:12, 9:15, 11:12, 20:13, 21:12, 21:15, 21:20, 21:23, 22:3, 22:6, 22:20, 23:15, 34:9, 34:15, 34:16, 34:18, 34:23, 35:2, 36:19, 51:24, 53:3, 92:19, 92:25, 93:6 wants [3] - 40:7, 88:25, 91:2</p>	<p>X</p> <p>XZAVIER [1] - 1:20 Xzavier [4] - 7:20, 9:6, 21:16, 75:12</p>	
Y		
	<p>y'all [2] - 26:21, 106:12</p>	