



**Downtown Investment Authority  
Retail Enhancement and Property Disposition Committee**

**Tuesday, June 9, 2020 at 1:00 p.m.**

## AGENDA

Oliver Barakat, Chair  
Todd Froats  
Carol Worsham  
Jim Citrano

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. F & B ENHANCED INCENTIVE PROGRAM AMENDMENT
- IV. FAÇADE GRANT PROGRAM
- V. RUBY BEACH F & B ENHANCED INCENTIVE PROGRAM APPLICATION
- VI. NEW BUSINESS (NOTE: MAY BE ADDED AT DISCRETION OF THE CHAIR)

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**Downtown Investment Authority**  
**RE&PD Committee Meeting**  
**Zoom Meeting**  
**Tuesday, June 9, 2020 – 1:00 p.m.**

**Downtown Investment Authority**  
**RE&PD Committee**

**MEETING MINUTES**

**Retail Enhancement and Property Disposition Committee Members:**

Oliver Barakat, Chair.  
Jim Citrano,  
Todd Froats  
Carol Worsham  
Craig Gibbs, Esq.

**Office of General Counsel:** None

**DIA Staff:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Ina Mezini, Marketing and Communications Specialist; Guy Parola, Operations Manager; Karen Underwood-Eiland, Executive Assistant

**I. CALL TO ORDER**

The REP&D Committee June 9, 2020 meeting was called to order at 1:00 p.m. by Committee Chairman Barakat

Committee Chairman Barakat called the meeting to Order at 1:02 p.m., provided COVID-19 statement and introduced the Committee Members.

**II. PUBLIC COMMENTS**

Ina Mezini provided and read public comments from Clifford Miller – 311 W Ashley Street # 308 downtown Jacksonville, FL, as follows:

The Town Center is a mockup of a real version existing downtown, especially along Bay and Water Streets. He asked, can we use that fake version (Town Center) as a model to duplicate exactly: wide sidewalks and very small, narrow lanes for cars to slowly go through if necessary, essentially turning those designated areas into "walking streets" or "pedestrian streets," shoppers can then walk to their vehicles after enjoying shopping and dining along the riverfront. We have plenty of parking garages to accommodate shoppers with a short walk to their cars. He asked for the Town Center model to be used to convince cornerstone retailers to come in and invest.

### **III. F&B Enhanced Incentive Program Amendment**

Committee Chairman Barakat stated that proposed amendments were provided to the F&B Enhanced Incentive Program from the March 9, 2020 Committee Meeting.

Steve Kelley provided a presentation that addressed several new amendments as well as the Committee's concerns related to the sidewalk enhancement grant.

1. Comingling of expenses for eligibility under the Historic Preservation Tax
2. Inclusion of outdoor space and calculation of the award at F&B REP rates
3. The resubmission of the Sidewalk Enhancement Grant with language added to address concerns related to the security raised by REPD Committee.

The goal of the F&B REP program goal is to bring life into the areas of vibrancy, focusing on food and beverages operating businesses.

Steve Kelley provided new highlighted language addressing the fact that applicants cannot be awarded two separate incentive awards for the same improvements.

He welcomed questions on the highlighted items under F&B Enhanced Incentive Program Amendment.

The Board provided brief comments.

Board Member Worsham addressed concerns relating to the protection of outside seating.

Board Member Citrano inquired about supplemental spaces being applied.

Board Member Froats asked how many restaurants would qualify and noted that prior sidewalk improvements were needed. Steve Kelley replied that 14 restaurants are being targeted based on established budget levels.

DIA Chairman Gibbs commended staff for bringing the project forward.

Chairman Barakat stated that the program was more detailed than other incentive programs and very well thought-out. He stated that this would be a full-time job for Mr. Kelley to execute.

The following motion was made:

Motion to approve the amendments by Jim Citrano  
Second by Carol Worsham

Oliver Barakat  
Todd Froats  
Carol Worsham  
Jim Citrano  
Craig Gibbs

**Vote:      Aye: 5      Nay: 0      Abstain: 0**

#### **IV. Façade Grant Program**

CEO Boyer brought forth the Façade Grant Program Draft Guidelines for approval to take to the Board in order to begin accepting applications.

Sondra Fetner provided a presentation and walked through the program specifics of the Façade Grant Program.

CEO Boyer clarified the eligible expenses and renovation, restoration, rehabilitation details for the sides of the building fronting public streets.

Committee discussion ensued.

Committee Chairman Barakat noted that the motion amended the agenda packet and he looks forward to reviewing the revisions at the next board meeting.

Motion was made to approve the program subject to limiting to the first two floors and storefronts, eliminating the forgivable loan and providing as a grant only, defining façade and limiting the disqualification for lawsuits with the City was made by Board Member Froats.

Seconded by Board Member Worsham:

Oliver Barakat  
Carol Worsham  
Todd Froats  
Jim Citrano  
Craig Gibbs

**Vote:      Aye: 5      Nay: 0      Abstain: 0**

#### **V. Ruby Beach & F & B Enhanced Incentive Program Application**

Steve Kelley brought forth Ruby Beach & F & B Enhanced Incentive Program application 2020-001. Handouts of the materials were emailed to the committee.

Committee Chairman Barakat revisited his comment at the beginning of the meeting in regards to the amount of due diligence for these grants. He thanked Steve Kelley for all of his work to get this application to where it is today.

Board Member Worsham stated that she was familiar with this business and concurs with Committee Chairman Barakat regarding the due diligence.

Committee discussion ensued.

Board Member Worsham made a motion to change the six-month period for completion and obtaining a certificate of occupancy to nine months.

A motion to approve as amended to extend the completion period to nine months was made by Board Member Worsham, seconded by Board Member Citrano:

Oliver Barakat  
Carol Worsham  
Todd Froats  
Jim Citrano  
Craig Gibbs

**Vote: Aye: 5 Nay: 0 Abstain: 0**

#### **VI. New Business**

CEO Boyer introduced a resolution that will be presented to the Board to waive compliance requirements due to COVID-19 for five retail enhancement grants that are outstanding. No vote was taken by the board.

Board Member Citrano ask if staff has determined how the downtown business owners are faring.

CEO Boyer reported Downtown Vision may have more comprehensive information.

Committee Chairman Barakat stated this may be revisited in August.

#### **VII. ADJOURNMENT**

Committee Chairman Barakat adjourned the meeting at 2:49 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Karen Underwood-Eiland, at (904) 255-5302.*

DRAFT

**TAB III. F & B ENHANCED INCENTIVE PROGRAM UPDATE**

**DOWNTOWN JACKSONVILLE  
RETAIL ENHANCEMENT PROGRAM  
TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS  
SUMMARY AMENDMENT**

The FAB-REP Guidelines attached are as approved by the REPD Committee March 9, 2020 with modifications presented as an amendment to that approval for consideration by the REPD Committee.

Information presented for approval as a new addition, and as summarized below, is presented in red letter and yellow highlight.

Information presented in red lettering without highlight was presented previously but tabled for further consideration.

That information is re-presented in this amendment with additional new detail provided meant to address concerns raised by the REPD Committee and also captured in red letter and yellow highlight.

1. The comingling of expenses for eligibility under both HPTF and FAB-REP.
  - Makes the clarification that costs under either program may not also be included for any purpose under the other program.
  - Requirement added for a construction budget that separately identifies costs being submitted for each program or purpose independent from the other.
2. Inclusion of outdoor space in the calculation of the award at FAB-REP rates.
  - The concept of “supplemental space” added to include outdoor seating areas, meeting space, banquet halls, and similar areas so that DIA may consider an award for these spaces at a reduced incentive rate.
  - Such space is not to be included in the calculation of eligible square feet for general FAB-REP purposes at the gross program rates.
3. The resubmission of the Sidewalk Enhancement Grant with language added to address concerns related to security raised by REPD.

**DOWNTOWN JACKSONVILLE  
RETAIL ENHANCEMENT PROGRAM  
TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS  
GRANT PROGRAM GUIDELINES**

**Program Purpose and Benefit**

Targeted Retail Activation: Food and Beverage Establishments (“FAB-REP”) expands upon the Retail Enhancement Program to revitalize business corridors and underutilized or vacant buildings with a focus on food and beverage establishments within the Northbank Core Retail Enhancement Area.

The FAB-REP creates two distinct districts that provide concentrated areas of dining, and entertainment opportunities that are visible from the street, open beyond workday hours, and utilize unique placemaking efforts such as creative lighting, interesting public art and inviting outdoor spaces.

These activated streets will provide the urban lifestyle that many Downtown residents seek and also promote small businesses by cultivating vibrant retail districts that will attract visitors. Further, by encouraging the location of restaurant and beverage establishments within these specific districts, patrons and business owners alike will benefit from the variety of options and the unique, walkable, and visually connected areas.

Operating as an enhanced incentive to the Downtown Retail Enhancement Grant Program, the Targeted Retail Activation: Food and Beverage Districts (“FAB-REP”), is designed to incentivize the investment and concentrated location of food and beverage establishments in two target areas: **The Elbow** and the **Hogan x Laura Districts**. These target areas were chosen based on the following factors:

1. Existing building stock within the area which can readily be used and/or converted for the targeted street front uses (first and certain second floors eligible);
2. Proximity to public parking garages that are not utilized extensively at night, which provide an opportunity for ample parking for patrons at free or reduced rates as the market develops;
3. Existing concentration of restaurants, bars, and entertainment venues;
4. Existing sidewalk width or ROW convertible to expanded sidewalk;
5. Streets designated within the adopted CRA plan for conversion to two-way creating a slower speed, providing greater visibility of street front establishments, and creating a more pedestrian friendly environment; and
6. Impact on two City owned sites proposed for redevelopment- Former Courthouse/City Hall annex adjacent to the Elbow and The Landing development parcel at the waterfront of Laura and Hogan.

**The Elbow:** The Downtown bar and entertainment area already branded as The Elbow, with a focus on the following street frontages, which are described and depicted in the map below:

- Street frontage facing **Adams St.** from the middle of the block traveling east from Main St. and terminating at the west side of Newnan St.
- Street frontage facing **Forsyth St.** from the middle of the block traveling east from Main Street on the north side, continuing east from Ocean St. and terminating at the west side of Liberty St., with only the south side of Forsyth St. traveling east from Newnan St. included.
- Street frontage facing **Ocean St.** traveling south to Forsyth St and terminating at the middle of the block between Bay St. and Independent Dr., with only the east side of Bay Street between Forsyth St. and Bay St. included
- Street frontage facing **Bay St.** traveling east from Ocean St. and terminating at the west side of Liberty St., with only the north side of Bay St. traveling east from Newnan St. included.

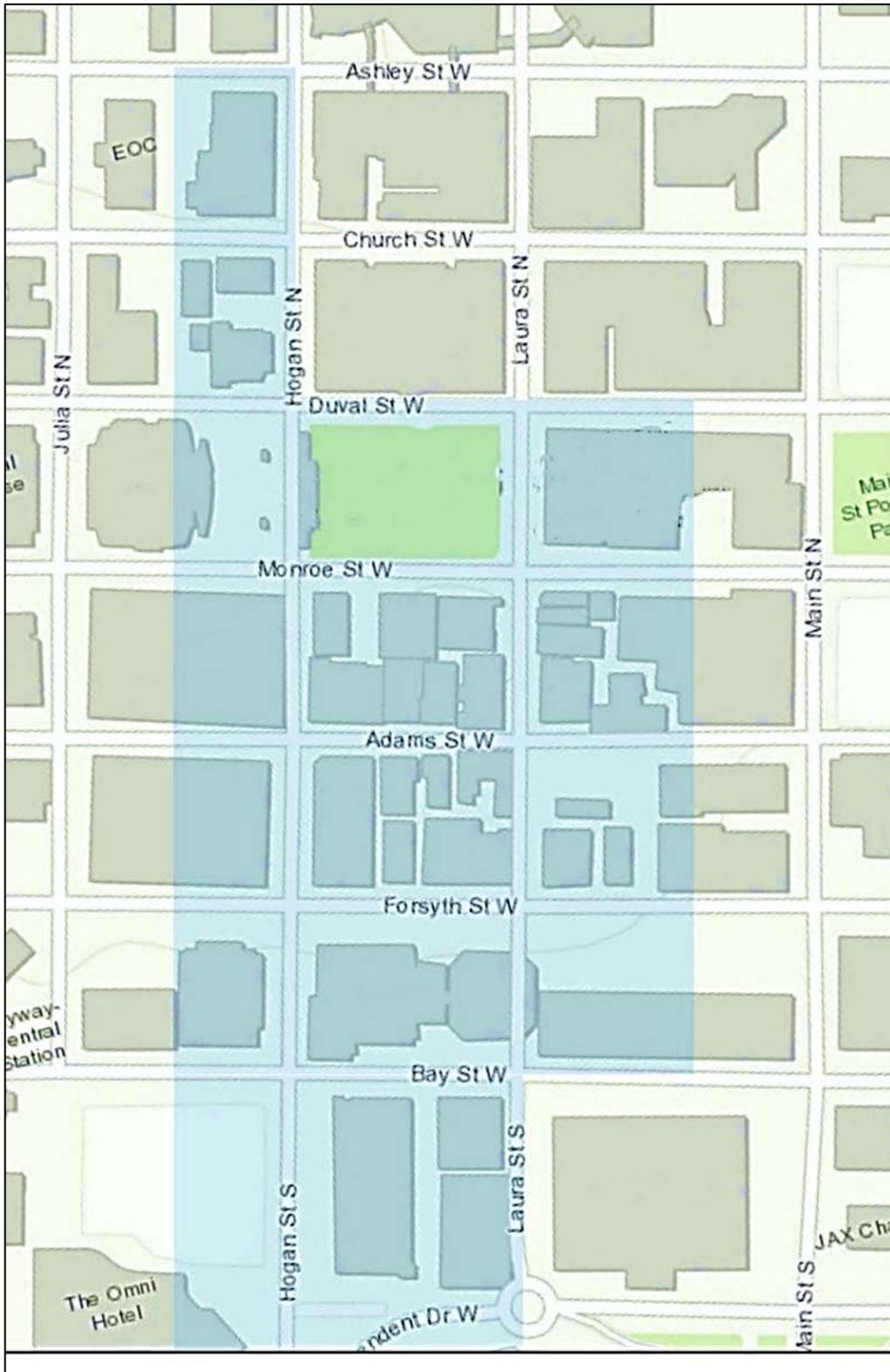
\*\*Frontage on Adams St., Forsyth St., and Bay St. is important as Main and Ocean will remain one-way and will be less walkable, however, connections that activate the frontage between districts could be considered.



**Hogan x Laura Districts:** Already home to several restaurants and bars, with a focus on the following street frontages, which are described and depicted in the map below:

- Street frontage facing **Hogan St.** beginning at Ashley St. on the west side of Hogan St., including both sides of the street at Duval St., and terminating at Water St.
- Street frontage facing **Laura St.** beginning at Duval St., continuing south on Laura St. until Bay St. on both sides of the street, and continuing on the west side of Laura St. and terminating at Water St.
- Street frontage facing **Monroe St., Adams St., and, Forsyth St.** beginning at the middle of the block between Julia St. and Hogan Street and terminating at the middle of the block between Laura St. and Main St.
- Street frontage facing **Bay St.** beginning at the middle of the block between Julia St. and Hogan St. and terminating at the middle of the block between Laura St. and Main St.

**Hogan x Laura FAB-REP District:**



**I. Qualifying Establishments:**

- a. The Type of establishment will determine the appropriate incentive level, which is discussed in Section III(b).
- Type 1: Generally, full service (i.e. wait staff, table bussers), full menu, full kitchen, non-disposable serve-ware. Must be open a minimum of five days per week for dinner until at least 9 p.m.
  - Type 2: Generally, limited service; order at the counter, self-clearing of tables, partial or full kitchen, buffet line, with on-site preparation and consumption of food. Must be open a minimum of five days per week for either breakfast (by 7:00 a.m.) or dinner/evening hours (until at least 9:00 p.m.).
  - Type 3: Generally, no kitchen or minimal kitchen, counter service only, limited menu or beverage only. Must be open a minimum of five days per week for either breakfast (by 7:00 a.m.) or dinner/evening hours (until at least 9:00 p.m.).
- b. The below table provides various classifications of establishments and the most likely type from the descriptions above. The DIA has the discretion to determine the type of establishment if it is not listed here or it is not clearly defined.

<b>Establishment</b>	<b>Type:</b>
Fine Dining Restaurant	1
Contemporary Casual Restaurant	1 or 2
Casual/Family Style Restaurant	1 or 2
Fast Casual Restaurant	2
Fast Food Restaurant	2 or 3
Café or Deli Restaurant	2 or 3
Pizza Parlor	2 or 3
Coffee Shop	3
Ice Cream Shop	3
Pastry Shop/ Bakery	3
Craft Brewery Tap Room	3
Craft Distillery Tasting Room	3
Bar/Lounge	3
Entertainment Venue, such as music hall or movie theater	3

## II. General Program Requirements

### a. Applicants:

- i. Business Owner and the Property Owner would submit a joint application for a FAB-REP Grant, indicating both the Business Owner and Property Owner's investments towards the eligible improvements.
  1. The Business Owner and Property Owner must each contribute at least 25% of the cost of eligible improvements or provide a rent concession equal to such amount. Funding received through the Downtown Historic Preservation & Revitalization Trust Fund ("HPTF"), or the related portion paid by the Business Owner or the Property Owner, is not eligible for consideration towards the required contribution to the cost of eligible improvements under FAB-REP.
  2. Inclusion of the Business Owner in the Application Process creates alignment between incentive and performance as they are the principal beneficiary of the improvements in the immediate future.
  3. Inclusion of the Property Owner in the Application Process creates "buy-in" from the Property Owner as many of the eligible improvements will directly benefit him or her longer than the lease agreement with the Business Owner.
- ii. The Business Owner and the Property Owner will execute the same FAB-REP Grant Agreement that will identify specific responsibilities for each.
  1. The amount of grant funds secured by the note will reflect the total FAB-REP Grant awarded by the DIA, irrespective of the Property Owner contribution.
  2. The DIA reserves the right to determine if a personal guarantee or other form of security is necessary for the note. The decision will be based on the creditworthiness of the Business Owner and/or the Property Owner.
  3. If the Business Owner is also the Property Owner, the DIA may request security in the form of a subordinate mortgage or lien on the property.
  4. Property Owner will have a cure period of 180 days should the Business Owner abandon the lease during the compliance period of the forgivable loan.

**b. Grant Funding**

**i. Improvement Incentive amounts**

1. Funding under the FAB-REP program will be determined by the Type of establishment and limited to 50% of eligible costs, as outlined in Section III(e).

<b>Establishment Type</b>	<b>Price per Square Foot</b>	<b>Cap of Eligible Costs</b>
<b>Type 1:</b>	\$65/Sq. Ft	50% of eligible costs, not to exceed \$400,000
<b>Type 2:</b>	\$50/Sq. Ft.	50% of eligible costs, not to exceed \$200,000
<b>Type 3:</b>	\$40/ Sq. Ft.	50% of eligible costs, not to exceed \$100,000

**ii. Historic Preservation/Adaptive Reuse Boost**

For properties designated as a local landmark (per the Jacksonville Historic Preservation Section of the Planning & Development Department), applicant can receive an additional \$20 per square foot boost to the grant award (still subject to cap). Any changes to the exterior of local landmarks will need to be approved by the Jacksonville Historic Preservation Section or Jacksonville Historic Preservation Commission.

Costs included in an application for funding, or previously approved for funding, through the Downtown Historic Preservation & Revitalization Trust Fund ("HPTF") at any level may not included for consideration in the FAB-REP or for purposes of the boost, whether covered by the HPTF grant or not. Such costs must be separately identifiable in the construction budget presented at the time of application.

For properties designated as a contributing structure to the Downtown Historic District (per the National Park Service) but not a local landmark, the applicant can, subject to DIA approval, receive an additional \$10 per square foot boost to their grant (still subject to cap). While DIA encourages preservation of the historic façade of contributing structures, it is an intent of the FAB-REP to promote ground floor activation. To that end, the replacement of storefront plate glass windows with window opening systems or similar modifications that promote greater street front visibility and access will not disqualify an applicant from receiving the boost.

### iii. **Sidewalk Enhancement Grant**

In an effort to encourage more outdoor dining activity and place making, a Sidewalk Enhancement grant may be awarded, subject to the following conditions and limitations:

- Additional funds will be available to FAB-REP grant recipients, to cover up to 80% of eligible outdoor dining improvement costs, but not to exceed \$15,000. A separate budget must be provided. The funds can be used for the cost of creating outdoor spaces that enhance the sidewalk experience, such as tables, chairs, and other furniture, lighting, greenery, umbrellas, and awnings.
- If the recipient does not qualify for the FAB-REP (i.e. unable to meet hours of operation or other requirements) a Sidewalk Enhancement Grant not to exceed \$5,000 can be awarded. A separate budget must be provided.
- All Sidewalk Grant recipients must hold a valid Sidewalk Café permit to be eligible for the grant.
- Application for the Sidewalk Enhancement Grant must include a plan to protect the improvements including all equipment and fixtures for the five-year compliance period, subject to approval by DIA staff.
- DIA reserves the right to inspect the improvements during the compliance period. In the event operator fails to use the improvements as intended, or fail to secure and maintain the improvements in good repair as agreed, including but not limited to loss of or irreparable damage (beyond normal wear and tear), the DIA may declare the recipient in default. The recipient will then have a period of thirty days to cure such default or DIA may withhold amortization of funds awarded under this Sidewalk Enhancement Grant.

### iv. **Type of Funding**

1. Zero-interest, forgivable loan, payable upon completion of the work and receipt by DIA of invoices for goods and services rendered, and proof that recipients paid for such goods and services.
  - a. No interest shall accrue upon the principal of the total loan amount with principal forgiven over a five (5) year period.
  - b. Total principal balance will amortize 20% each year of the compliance period.

- c. At end of five years, the loan shall be forgiven in its entirety on the condition the improvements are installed and maintained in reasonably good condition and no City Code violations are incurred during the compliance period.
- d. If it is determined that recipient(s) is in default, interest and full payment of the grant may be demanded.
- e. DIA may help arrange bridge financing with community lenders, to facilitate funding requirements during the construction or build-out phase of the project. However, it is not the responsibility of DIA to arrange such financing arrangement.

**c. Recipient Eligibility:**

- i. Hours of Operation: Establishment must be open not less than 5 days per week which must include either breakfast or dinner/evening hours, and specifically including at least one of the following operating periods:
  - 1. Breakfast: opening no later than 7:00 am
  - 2. Dinner/Evening hours: staying open at least until 9:00 pm, including either Friday or Saturday evening
  - 3. DIA will have the authority to modify the required hours of operation in the event market conditions require same.

**ii. Availability of funding for the specific type:**

- 1. In an effort to create a competitive and diverse mix of establishments in the FAB-REP districts, the DIA will target FAB-REP Grants to a specific number of establishment types each year. For Year 1 of the program, there will be a target of 14 grants, awarded on a first come, first serve basis, subject to available funds, and allocated as follows:
  - a. Type 1: not more than 3 in each district
  - b. Type 2: not more than 4 in each district
  - c. Type 3: not more than 3 in each district
- 2. The DIA reserves the right to adjust this allocation at any time based on market conditions and grant demand. Further, the DIA will evaluate the applicant's business plan, proximity to other establishments, the contribution made to the diversity in the retail mix of the area proposed, the product offering, and price points, in relation to the existing or approved establishments in the FAB-REP district.

- iii. First floor spaces with access from the street or customers visible from the street are eligible. Situations where the upper floor space is related to the operations on the first floor and adds to the street activation may be considered **as supplemental space** on a case by case basis.
- iv. Second floor only spaces may be eligible if open rooftop, balcony, or deck where service is visible from street level and access from street level is provided via stairs or elevator accessible from the sidewalk.
- v. **Supplemental space including outdoor seating areas, meeting space, banquet halls, and similar areas should not be included in the calculation of eligible square feet. DIA may award an incentive for supplemental space at a reduced rate per square foot depending on the anticipated use and level of finish which must be separately identifiable in the construction budget presented at the time of application.**
- vi. Applicant must provide a copy of a **fully negotiated** lease agreement with at least 5-year term operating during the entirety of the compliance period.
- vii. The scoring rubric found in the existing Retail Enhancement Program will be utilized in scoring applications.
- viii. In the event the recipient is unable to meet the above eligibility requirements, a Retail Enhancement Program Grant should be considered.

**d. Eligible and Ineligible Improvements:**

**Eligible Improvements**

To be considered eligible, the improvement must be directly related to the retail food or beverage establishment seeking the grant. Office, distribution, and costs associated with preparation or packaging of food or beverages to be consumed or distributed off-site are considered indirect improvements and not eligible for grant funds. **Further, the use of FAB-REP grant funds may not be used for any portion of the cost of improvements submitted as part of an application or already approved for funding through an HPTF Grant. Such costs must be separately identifiable in the construction budget presented at the time of application.**

The below list is not exhaustive, but is illustrative of those improvements that **otherwise** would be considered eligible.

- Interior demolition and site preparation
- Code compliance, life safety and ADA
- Electrical, utility and mechanical improvements (e.g., lighting, HVAC, elevator for establishment use only).

- Doors, windows, flooring, façade improvements (including awnings affixed to the building), and other interior and exterior improvements.
- Cooking, refrigeration and ventilation systems, but not small appliances (e.g., microwave), fixtures, point-of-sale systems
- Other construction or improvements that would commonly be recognized as permanent or part of the interior or exterior of the tenant space

### **Ineligible Improvements**

Generally, any non-permanent improvements or improvements that do not directly relate to food or beverage operation, or any improvement made without the necessary permits are not eligible for grant funds.

- Temporary or movable furniture such as tables, chairs
- China, tablecloths, silverware, etc.
- Small kitchen appliances (i.e. microwaves, toasters)
- Enhancements or improvements generally considered out of scale with the business plan included as part of the grant application. By way of example, an ice cream parlor would generally not require a wine cellar.
- Office equipment
- Moving expense
- Working capital
- Refinancing existing debts for prior improvements
- General periodic maintenance
- Soft costs (e.g. engineering and design, developer fees, etc.)
- New building construction or new building additions

**TAB IV.**

**FAÇADE GRANT PROGRAM**

FAÇADE GRANT PROGRAM  
Draft Guidelines

**Criteria Recommendations for Downtown Façade Grant Program**

**1. Location**

- a. In the Northbank CRA, limited initially to the area identified as the Downtown Jacksonville Historic District, as designated by the National Register of Historic Places Program. (See Knoxville, TN, which focused on priority areas and Pittsburgh, which focused on specific areas of downtown)

**2. Eligibility**

- a. In good standing with the City ( no unpaid taxes, Municipal Code Compliance outstanding citation on any property of applicant, outstanding defaults on any City contract, or previous uncured grant defaults or noncompliance) .
- b. Have no outstanding liens or violations.
- c. An applicant is limited to one Façade Grant per applicant at a time and one grant for the exterior of a particular building at a time (including an already approved Façade Grant, FAB-REP Grant or HPTF Grant which contribute to the cost of any exterior or façade improvements). Upon the completion of the previously awarded grant project, the applicant may seek a subsequent Façade Grant for other structures or for upper floors on a property that already received façade grant funding.
  - i. This requirement acknowledges some applicants may have multiple properties that could benefit from the façade grant program. Instead of limiting applicants to one address per year (see OED Façade grant program), the DIA would require the completion of a project that received a grant prior to awarding any additional façade grant(s) to the same applicant.
  - ii. Similarly, this requirement also acknowledges that it may be financially difficult to complete a large-scale, multi-floor façade improvement project. Instead of limiting one grant award per property, the DIA would require the completion of a project that received a grant for a part of the façade prior to awarding any additional Façade Grant(s) for the same property.
- d. Must strive to utilize City approved JSEB's for renovation work associated with grant.
- e. Must contribute to the CRA through ad valorem taxes prior to submitting the application and at least until the 5-year grant compliance period is over. (see Downtown Orlando CRA)
- f. Must agree to remove any billboards when billboard lease expires and conform all nonconforming signs to the current sign code. (see Pittsburgh)
- g. Only street frontage exterior facades are eligible.
- h. Ineligible: Including but not limited to:
  - i. A structure that has already restored the entire façade. (see Pittsburgh)
  - ii. New construction and structures built within the last 25 years. (see Knoxville)

### 3. Property Use

All property uses that contribute to the CRA through ad valorem taxes are eligible to apply for a façade grant, except that parking garages must have commercial, retail, office, or residential space(s) on the ground floor.

### 4. Grant Amount

- a. Base Amount: A maximum amount of 50% of eligible costs, not to exceed:
  - i. \$10 per square foot of eligible facade not to exceed \$75,000.
  - ii. For purposes of calculating the grant amount, the square footage is determined by the total area of the street frontage façade to be improved with funds from the grant. (The area included in order to determine the grant amount will not be eligible for a second grant)
- b. Contributing Structure Boost: For properties that are deemed contributing structures to the Downtown Historic District, but are not locally designated landmarks, an additional \$2 per square foot up to 50% of total costs, not to exceed \$75,000. (See Downtown Orlando CRA)
- c. Local Landmarks: If the structure is a locally designated landmark, the applicant should consider applying for a Historic Preservation Trust Fund Grant (“HPTF”) instead of a Façade Grant, since a Certificate of Appropriateness will be required for any improvements and that program has a higher cap for eligible improvements.

### 5. Eligible Expenses

- a. Renovation, restoration, and rehabilitation of the front and sides of buildings fronting on public streets, including: painting, cleaning, staining, masonry repairs, repairing or replacing cornices, entrances, doors, windows, decorative details and awning, signage (See OED)
- b. Screening for parking garages (“ ”)
- c. Landscape elements (“ ”)
- d. Permanently affixed exterior lighting (“ ”)
- e. Removal of non-contributing false façades (See Downtown Orlando)
- f. Replacement or reconstructive woodwork (“ ”)
- g. Hardscape improvements that are visible from the ROW (“ ”)
- h. Restoration of historically appropriate doors, windows, or building features (“ ”)
- i. Removal of deteriorated portions of the façade provided the structural integrity of the building remains intact (Tampa)
- j. Replacement or installation of signage that is in accordance with the Sign Code (see Knoxville)

\*\*\* The DIA prefers the restoration of the entire façade, but at a minimum, either the entire storefront or the entire façade above the storefront shall be improved. Storefront improvements will be given grant award priority over upper façade improvements. (See Pittsburgh)

### 6. Historic Designations/Local Landmark Limitations

- a. A contributing property that is not designated as local landmark shall perform work that is compatible with the affected structure’s original architectural style

and character as determined by DDRB however shall not be required to adhere to historic standards. The DDRB will consider the practicality, economic feasibility, and reversibility of making certain non-historically compatible improvements, such as window and doorway replacements, storefront rehabilitations, and signage, when considering such work.

- b. Properties that are designated as local landmarks will need to comply with the guidelines and regulations of Ch. 307, Ordinance Code and receive a Certificate of Appropriateness from the Jacksonville Historic Preservation Commission or Division.

#### **7. Grant Compliance Period and Payback**

Following the same approach as the existing REP grant and the proposed FAB-REP Grant Program:

- a. zero-interest, forgivable loan (5 years) payable upon completion of work; principal amortizes 20% each year, until forgiven at end of Year 5;
- b. If in default, interest and full payment can be demanded.
- c. Must maintain ownership or majority share for 5 years.
- d. Must maintain the improvements in good repair.
- e. If at any point during the 5-Year Grant Compliance Period a first-floor space is not occupied, the Property Owner shall utilize its best efforts to continue to activate the streetscape. This can be accomplished through temporarily attaching art on the windows, utilizing the storefront space as an art installation or exhibition, or other creative efforts to address street activation.

#### **8. Final Design Approval**

Approval of a Façade Grant Application is NOT an approval of the proposed façade improvements. Recipients of a Façade Grant shall obtain all required authorizations from the Downtown Design Review Board, the Planning and Development Department, and any other necessary department or agency prior to commencing construction.

**TAB V. RUBY BEACH F & B ENHANCEMENT PROGRAM  
APPLICATION**

**DIA Staff Report**  
**Retail Enhancement Program**  
**Targeted Retail Activation: Food and Beverage Establishments**  
**June 1, 2020**

**Project tracking number:** FAB-REP 2020-001

**Project name/ Applicant:** Zeta Jax, Inc.  
d/b/a Ruby Beach Brewing Co.  
Mark Vandaloo, President

228 Forsyth Inc. (c/o Petra Management)  
Elias Hionides

**Project Location:** 228 E. Forsyth Street  
Jacksonville, Florida 32202

**Project Request:** \$75,000  
22.2% of Phase II Development Costs  
16.9% of Total Redevelopment Costs

<b><u>Total Project Costs:</u></b>	\$107,900	Phase I
	<u>\$337,100</u>	Phase II
	\$445,000	Total

<b><u>Applicant Contribution</u></b>	\$286,500	Landlord
	<u>\$ 75,000</u>	Tenant
	\$361,500	Total
	\$262,100	Total Phase II
	82.9% of Total Redevelopment Costs	
	77.8% of Phase II Redevelopment Costs	

**Project Description:**

The co-applicants, Zeta Jax, Inc. and 228 Forsyth Inc. are engaging in the build out of a commercial microbrewery and brew pub operation with outdoor brew garden space at 228 E. Forsyth Street (a/k/a The Letter Shop) and the adjacent parking lot space at 230 E. Forsyth Street. Both of these properties are currently owned by 228 Forsyth, Inc. (Chris Hionides, president) and property taxes are current at each location. This location is within the defined Elbow District as found in the FAB-REP Guidelines.

Ruby Beach Brewing is a specialty craft brewery that is relocating from its Jacksonville Beach location of the past five years to downtown Jacksonville. Ruby Beach will bring a twenty-four (24) tap rotating lineup of premium, unique microbrews in its tap room. Signature brews from Ruby Beach use 100% juice

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purees, local, fresh, culinary enhanced ingredients and grain milled in-house. Incorporating trends such as lower ABV and a more health conscience beer are among the operating plans for the current year.

The brewing operation currently has a distribution network including Mellow Mushroom, Lynch’s, Culhane’s, Auggie’s draft room (St. Augustine), Ida Claire at Town Center, Corner Taco, and the Nocatee Amenity Center among others. Ruby Beach has established a strong partnership with Champion Brands to distribute product in Duval and surrounding counties and employees a full-time sales representative to maintain these relationships and grow distribution. Ruby Beach Brewing Co. also has accounts North Florida Sales, Cavalier Dist. and Harvest Moon , which provides the taproom the availability to all local beers in the market.

Approximately 50% (1,278 square feet) of the first floor of the two-story building will be used for brewing activity, supporting both wholesale and retail production, and will not be open to the public. The applicant has separated those Phase I costs from the application and they are not considered in context of this award recommendation.

The retail/public space of the operation (Phase II) comprises a 1,278 square foot taproom, a 440 square foot outdoor patio/beer garden, and 2,557 square feet upstairs meeting space to be finished and used for weddings, family events, corporate events, art showings, pop-up markets and similar events. Associated cost for buildout of each space as provided by Ideal Conditions General Contractors, Inc.

	Phase I		Phase II					
	Total	Brewery	Taproom	50%	Event Space	50%	Beer Garden	50%
Demolition	\$ 3,000	1,500	500	250	1,000	500		-
Concrete Foundation	\$ 5,000	4,000					1,000	500
Framing Drywall	\$ 15,000	8,500	3,500	1,750	3,000	1,500		
Electrical	\$ 55,000	10,000	22,500	11,250	18,500	9,250	4,000	2,000
Plumbing	\$ 30,000	5,400	12,300	6,150	9,300	4,650	3,000	1,500
Mechanical	\$ 84,000	8,000	38,000	19,000	38,000	19,000		
Brewery Installation	\$ 34,000	34,000						
Elevator	\$ 30,000		15,000	7,500	15,000	7,500		
Stairs	\$ 15,000		6,500	3,250	8,500	4,250		
Doors and Windows	\$ 16,000	4,000	7,500	3,750	4,500	2,250		
Sprinkler	\$ 65,000	7,000	29,000	14,500	29,000	14,500		
Railing	\$ 8,000		4,000	2,000	4,000	2,000		
Flooring	\$ 15,000	3,000	3,000	1,500	9,000	4,500		
Gas	\$ 5,000	5,000						
painting	\$ 9,000	3,500	2,500		3,000			
Structural framing	\$ 8,000		6,000	3,000	2,000	1,000		
General Conditions	\$ 8,000	2,000	2,000		2,000		2,000	
Builder Fee	\$ 40,000	12,000	12,000		12,000		4,000	
	\$ 445,000	107,900	164,300	73,900	158,800	70,900	14,000	4,000
Incentive Rate				\$ 30		\$ 15		\$ 15
Sq Foot Basis			1,278	\$ 38,340	2,557	\$ 38,355	440	\$ 6,600
Lesser of \$ or %				\$ 38,340		\$ 38,355		\$ 4,000
Cost & Incentive PSF			\$ 128.56	\$ 30.00	\$ 62.10	\$ 15.00	\$ 31.82	\$ 9.09

As shown above, among the total costs of \$445,500, the cost for buildout of Phase II including the taproom (\$164,300), the event space (\$158,000), and the beer garden (\$14,000) totals \$337,100. This recommendation compared the lower of 50% of the Phase II costs with a dollar award of \$30 (tier 3) for

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the taproom space, and \$15 each for the event space and the beer garden, considered for inclusion as supplementary spaces. This approach yields a maximum award eligibility of \$80,695, including \$38,340 for the taproom (\$15 psf), \$38,355 for the event space (\$15 psf), and \$4,000 for the beer garden (\$9.09 psf). With an application request of \$75,000, the award recommendation equates to \$17.54 psf.

The applicant submitted a thorough business plan that identifies key staff members with relevant experience, market trends, the target market, marketing and merchandising plans, pro forma financial statements, and employment targets. Specific strengths are found in the operating history of the brewpub operation with an established following, including a management team with extensive relevant experience in brewery operations as well as the food and beverage business led by President, Mark Vanderloo citing 16 years of personal experience. Further, the operating history at the prior location minimizes the learning curve of operations and establishes objective reviews of the products and preferences of clientele. Ruby Beach maintains a 3.68 rating out of 5 in the UNTAPPD independent review application based on consumer ratings. Marketing consists of leveraging social media (6800 Instagram followers and 1500 Facebook followers), as well as utilizing Facebook and Google advertising, radio, and other forms of advertising and marketing to broaden the reach and frequency of promotions. The retail location will also have branded merchandise on display and for sale. In addition to the attention to detail as shown in the build-out of the space, designed to become a downtown destination, each of these factors contributes to an active downtown experience by a seasoned operator in the competitive brewpub space. The business plan is attached as Exhibit A.

To meet the requirements of the FAB-REP program, Ruby Beach has established the following hours of operation for their downtown location, with additional hours available for special events and functions.

Tuesday	2PM–11PM
Wednesday	2PM–11PM
Thursday	2PM–11PM
Friday	2PM–2AM
Saturday	11AM–2AM
Sunday	11AM–10PM
Monday	2PM–11PM

The applicant indicates that they expect to create employment for thirteen to fifteen personnel in downtown with the relocation and opening of their new facility with seven to nine of those jobs directly related to operation of the taproom, beer garden, and event space within one year. The building is found to be a contributing structure in the designated Downtown Historic District and was originally constructed in 1904, per the Property Appraiser’s website.

Financial viability is demonstrated through the three year operating pro forma projecting sales in year 1 of \$585,000, and increases of 22.2% to \$715,000, and 20.2% to \$860,000, in years 2 and 3. The gross

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income per day from these estimates ranges from \$1,600 to \$2,356. Gross margin of approximately 83% is sufficient to cover operating expenses in each year, providing operating profit of \$130,562 in year 1, \$230,395 in year 2, and \$329,064 in year 3. This is effectively shown on an EBITDA cash proxy basis as the pro forma does not reflect depreciation, interest, or taxes.

Staff review of the application indicates the proposed project meets the Redevelopment Goals within Downtown Jacksonville as outlined below:

- Reinforce Downtown as the City's unique epicenter for business, history, culture, education, and entertainment.
  - ✓ Increase the opportunities for Downtown employment.
  - ✓ Protect and revitalize historic assets.
  - ✓ Support expansion of entertainment and restaurant facilities.
  - ✓ Increase venues, workspaces and residential opportunities with a focus on the Target Area.
  - ✓ Create a consistent theme and image that conveys a sense of the excitement and activity Downtown.
  - ✓ Focus efforts on drawing many diverse attractions, rather than a small number of large ones.
- Increase rental and owner-occupied housing downtown, targeting key demographic groups seeking a more urban lifestyle.
  - ✓ Leverage land contributions, infrastructure investments, incentive grants, and low interest loans.
  - ✓ Promote and attract neighborhood retail to support downtown residents.
- Simplify the approval process for downtown development and improve departmental and agency coordination.
  - ✓ Initiate public/private partnerships.
  - ✓ Identify cooperative property owners/developers and develop key pilot initiatives.
- Maintain a clean and safe 24-7 Downtown for residents, workers, and visitors.
  - ✓ Provide increased walkability through:
    - Support and attract additional commercial, service, residential, transportation, recreation, and open space uses.
    - Redevelop the major road corridors with pedestrian-scale neighborhood retail and services.
    - Enhance the connection with neighborhoods immediately adjacent to Downtown through attractive, walkable/bikeable linkages.

**Staff Recommendation:**

Approve a Forgivable Loan in the amount of \$ 75,000; subject to:

1. Applicant to obtain appropriate permits within 6 months of final program document approval and executed agreements with DIA

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2. Applicant to have all work completed within a 6 month period from final program document approval and executed agreements with DIA
3. Applicant may receive up to a 6 month period extension to comply with final program document approval and DIA executed agreements
4. The forgivable loan will be secured by a personal guarantee of the co-applicants in the event of a default under the program or funding agreement.

**Attachments:**

- A) Ruby Beach Business Plan
- B) Three Year Projected Operation Pro-forma
- C) Written Description of Improvements and Modifications
- D) Design for Storefront and Interior
- E) Application Score

# RUBY BEACH BREWING CO.

DOWNTOWN JACKSONVILLE RETAIL ENHANCEMENT  
GRANT/LOAN PROGRAM APPLICATION REQUIREMENTS

**228 East Forsyth Street, Jacksonville, FL 32202**

Mark Vandaloo, President



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# RUBY BEACH BREWING CO.

BUSINESS PLAN

228 East Forsyth Street, Jacksonville, FL 32202



# Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

## COMPANY OVERVIEW

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Ruby Beach Brewing is a specialty craft brewery currently located in the heart of Jacksonville Beach that has served the beaches community for the past five years with a twenty-four (24) tap rotating lineup of premium, unique microbrews for the discerning beer connoisseur. Leading the way in craft beer trends from using 100% juice puree's, local, fresh, culinary enhanced ingredients and milling our own grain in house gives us a distinct advantage in the craft beer arena. Understanding and on-boarding upcoming trends such as lower ABV and a more health conscience beer will be added to our portfolio in the current year.

In January of 2018 we started our re-branding process from Zeta Brewing Co. to Ruby Beach Brewing Co. Initially just a restaurant and bar, once we added our brewing facility, we re-named, re-branded and wanted to be known just for beer and a taproom. Moving downtown and away from the beach will allow us to take the next step in that separation. Without the overhead of the kitchen and liabilities of liquor, we can function as a proper taproom and brewery. We will have food available via food trucks and we will work closely with local caterers for private events.

The evolution of Ruby Beach Brewing has put us in a place to solely focus on growing our brand as a taproom and in distribution beer sales. Having more space in the brewery will allow for a canning line and the ability to service local convenience stores, grocery stores and the like. Being an established brewery in the Jacksonville market and believing in the public and private funding to develop downtown Jacksonville, we are eager to take the next step in growing our business. Our distribution network currently includes, but are not limited to, Mellow Mushroom, Lynch's, Culhane's, Auggie's draft room (St. Aug), Ida Claire at Town Center, Corner Taco, and the Nocatee Amenity Center to name a few. Over the past year we have established a strong partnership with Champion Brands to distribute our product in Duval and surrounding counties. This, in addition to our full-time sales representative, has helped grow our distribution considerably.

## OBJECTIVES

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- Contribute to the revitalization of downtown Jacksonville, particularly The Elbow Entertainment District, in which we believe we will add to the overall vibe and aesthetic.
- Offer an additional entertainment option for concert-goers, tourists, business travelers, residents, and downtown office workers.
- Increase name recognition and sales via "flagship" downtown Jacksonville location.
- Create outdoor beer garden as one of the only options for outdoor entertainment in downtown Jacksonville.
- Preserve and restore a unique historic building in the downtown historic area.

## DOWNTOWN IMPACT

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There are a number of redevelopment goals that are specifically met by our move to Downtown Jacksonville.

1. **Reinforcement of Downtown as City's epicenter for business, history, culture, education, and entertainment.**
  - a. Ruby Beach will hire approximately 13 staff adding to and diversifying downtown employment.
  - b. We plan to *restore and preserve* the property at 228 E Forsyth Street (The Letter Shop). This is evidenced through our plan and renderings attached hereto. Furthermore, we are employing an interior designer to help with selections and aesthetics. **\*we are currently adjusting our storefront plan to include glass garage doors directly on Forsyth Street!**
  - c. Our brewery will expand entertainment options for residents, guests, and employees of downtown.
  - d. We will have an event venue within the downtown core. Our upstairs space will provide an in-between sized venue for corporate gatherings etc in a unique, historic atmosphere.
  - e. We will have outdoor seating and a fun environment in the heart of the entertainment district
  - f. Helps drive the image of downtown for national conventions
2. **Increase rental and owner-occupied housing downtown**
  - a. We intend to be a space for downtown residents to relax and integrate into the community. This will help bring more residents downtown seeking entertainment and unique offerings.
3. **Improve walkability/bike ability and connectivity**
  - a. With our outdoor beer garden directly on Forsyth Street, and a tap room with large windows also on Forsyth St, we will have an active façade and street connection
  - b. We will be a connecting point between Market Street, The Ford on Bay, The Florida Theater, and The Elbow District.
  - c. We are in walking distance to a number of existing downtown housing units and the thousands more proposed, adding a venue for which people can get out of their homes and walk.

## LEADERSHIP

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### **Mark Vandeloo** – *President*

- GM, Operates Casa Marina Hotel & Restaurant in Jacksonville Beach for 15+ Years
- Owns and Operates Ruby Beach Brewing, Co. for 7+ Years
- 4 Years U.S. Navy
- 4 Years D.O.D
- 16 Years Food, Beverage and Hotel Operations.

### **Aaron Webb** – *Consultant*

- 23 Years Culinary Experience
  - 18 Years Executive Chef with Casa Marina Hotel
  - 6 Years with Ruby Beach Brewing, Co.
- Mr. Webb consults with front of house operations as well as flavor profile for the brewery.

### **Chris Prevatt** – *Brewery Operations Manager*

- 20+ Years as an Executive Chef
- 6 Years Certified Brewer
- 5 Years with Ruby Beach Brewing, Co.

### **Patrick Pruitt** - *Head Brewer*

- Previous 4 Years with Wicked Barley
- Has been Head Brewer with Ruby Beach Brewing, Co. the past 2 years.

### **Casey Davis** - *Event Sales Manager*

- 6 Years Casa Marina Hotel
- 2 Years Ruby Beach Brewing, Co.

### **Christina Potfay** - *Sales Manager*

- Direct Sales , In-Market Sales 7 years' Experience
- Has been with Ruby Beach since February 2019.

### **Jade Hoisen** – *Marketing and Social Media Manager*

- 2 Years with Bold Brands
- Employed since November of 2019 with Ruby Beach Brewing, Co.

## MARKET ANALYSIS

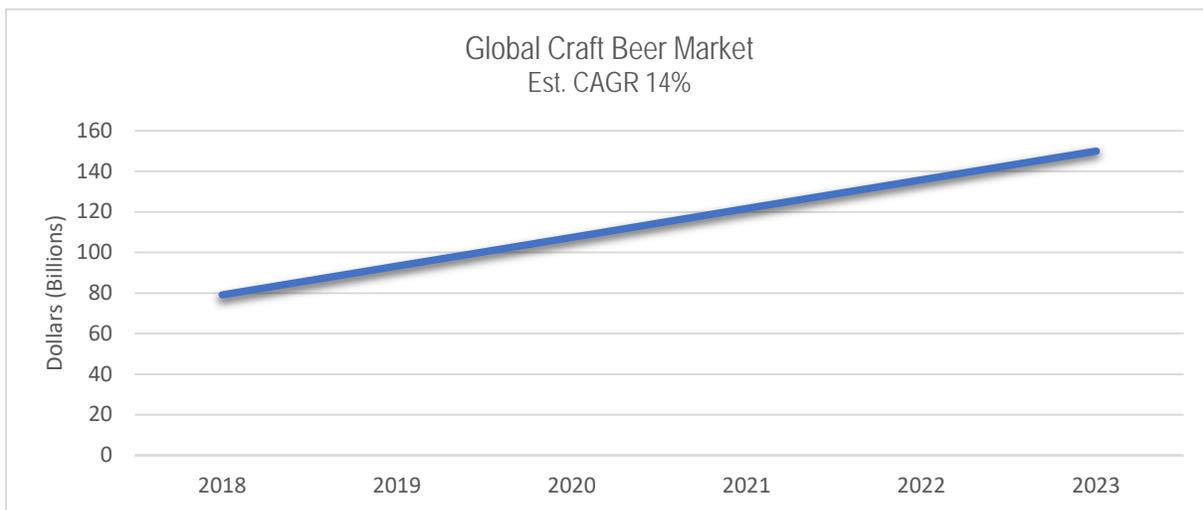
Moving to 228 E. Forsyth will enable growth from a production and distribution perspective as well as day to day business in the taproom. The addition of outdoor space and second floor event space will enhance guest experience and become a downtown destination.

The namesake of Ruby Beach Brewing Co. easily translates to the rich history of downtown Jacksonville specifically to the historic nature of Forsyth street and the building itself which was built in 1904.

### DEMOGRAPHICS

	1-Mile	3-Mile	5-Mile
<b>POPULATION</b>			
2019 Total Population:	14,976	92,932	225,390
Median Age:	40.7	37.6	37.3
<b>HOUSEHOLDS</b>			
2019 Total Households:	5,738	39,255	92,921
Average Household Income:	\$57,982	\$53,075	\$54,378

There is an approximate annual production of six million barrels of craft beer, approximately 3% of U.S. annual sales. The Craft Brewing Industry contributed \$79.1 Billion to the U.S. Economy in 2018, providing more than 550,000 jobs. The global craft beer market is strong and various forecast show a 12-14% growth in the next 5 years. We are positioning ourselves to meet that demand. Ruby Beach Brewing Co. is a privately funded venture lead by Mark Vandeloo.



## TARGET MARKET

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Ruby Beach Brewing Co.'s target market includes craft beer connoisseurs, business professionals, college students, military personnel, local sports fans, and tourists.

- **Beer connoisseur:** Craft beer consumers share the same passion for beer as we do. Understanding market trends as well as the use of the freshest ingredients and milling our own grain in-house allows us to offer a product appreciated by the professional beer connoisseur.
- **Professionals:** With the development surrounding downtown Jacksonville and the expected growth of the area, we will offer a casual, professional environment to relax after work, wrap up a meeting or host a client appreciation happy hour on our second-floor dedicated event area.
- **Sports fans:** Minutes away from TIAA Bank Field, the baseball grounds, and other sport facilities, Ruby Beach Brewing will host weekly tailgate events as well as pre- and post-game specials for Jaguar and Jumbo Shrimp fans. With several TVs and sports packages, the tap room will show all the big games and of course support all of our local professional and college events
- **College Students:** UNF, JU, and Florida State College at Jacksonville all have a growing presence downtown and are in close proximity to Ruby Beach Brewing. Creating a downtown destination to appeal to our 21 and up student body will expose other elements of downtown Jacksonville to a fresh demographic. We have a strong social media presence already and will use all platforms for this segment of the market.
- **Military:** Being former military myself, I take a lot of pride in being able to support and honor our active and retired military members. Over the past five (5) years, we have consistently offered individual and group specials for our military members and their families. Being able to reach NAS Mayport, NAS Jax, and Kings Bay will broaden our exposure.
- **Tourists:** We have been members of the Jax Ale Trail from its inception and will continue to work with Visit Jax and Visit Florida to help grow and promote not only the growing craft beer industry but a fixture in promoting the positive trend in Downtown Jacksonville. In addition, we plan on participating in the new Pedal Pub downtown.

## COMPETITIVE EDGE

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- Existing clientele and strong distribution network with Champion already in place.
- Experienced operator and brewing team.
- Downtown move allows the brand to reach more core customers and adapt to the changing landscape in Jacksonville's beer scene.
- Upstairs event space allows for new revenue stream not captured previously.

## SOCIAL MEDIA AND MARKETING

Ruby Beach Brewing Co. currently has a highly engaged social media presence with over 6800 Instagram followers and 1500 Facebook follows. We will continue to grow our social media presence organically and use the supporting market of all platforms for daily and weekly specials as well as sharing proper information for purchasing our product at other destinations.



In addition to Social Media, one of our greatest marketing tools will be the design and aesthetic of our building. With glass garage doors facing Forsyth Street, an outdoor beer garden, and quality design selections on the interior, we plan to stand out from the crowd of craft breweries. Once closer to a firm opening date, we will announce our grand opening party and share via social media platforms, local brewer’s guild and Champion Brands team.

We subscribe to Untappd and use the application for beer descriptions as well as taproom location and ratings. The well-known craft beer application allows guests to post while consuming your brand and rating accordingly.



	<b>Ruby Beach Brewing</b>	TOTAL (?)	UNIQUE (?)
	Jacksonville Beach, FL United States Micro Brewery	4,858	1,664
		MONTHLY (?)	YOU
		99	0


(3.68)

4,058 Ratings

117 Beers





## SOCIAL MEDIA, MARKETING, & ADVERTISING CONTINUED

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The new location will give us the ability to cross promote and sell event space and taproom functions through our sales team that already has numerous relationships with significant local businesses. We use event sales applications such as Wedding Wire, The Knot, and Eventbrite.

While we rely on Champion Brands to sell and distribute our product, we have created a unique relationship with our accounts by establishing our in-house sales position to be in constant communication with current accounts as well as opening new accounts. Having this position at the most organic level has paid dividends in understanding and taking care of our customers and creating separation from our competition.

Adding to our consistent branding we will have shirts, koozies, pint glasses, key chains and other merchandise for purchase in the taproom. We are currently sourcing other local craft beer related products for re-sale in the taproom.

The starting goal of Ruby Beach Brewing's marketing strategy will be to establish ourselves amongst the craft beer community in Downtown Jacksonville, and make known the various offerings of our new space. As we gradually become more established, we will continue to push much of our daily operations, as well as various peak season events in order to keep customers informed.

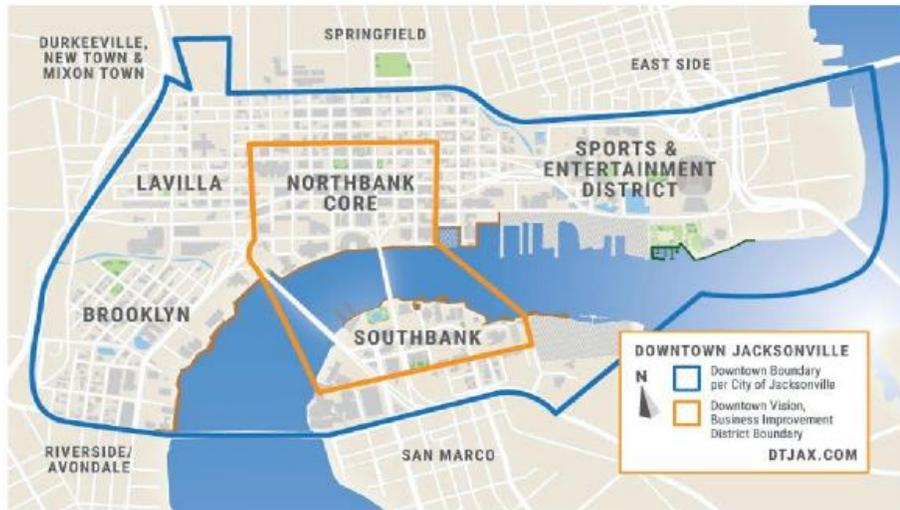
Our regular hours of operation will reinforce our marketing strategy and contribute to increased word-of-mouth advertising. In addition to the below hours, the tap room and event space will be open for special/planned events.

Tuesday	2PM–11PM
Wednesday	2PM–11PM
Thursday	2PM–11PM
Friday	2PM–2AM
Saturday	11AM–2AM
Sunday	11AM–10PM
Monday	2PM–11PM

As you can see from the picture below, the brewery will be located in the North Bank Core. Being in such an ideal segment of the downtown area, we see our choice of promotional strategies greatest in regards to the effect of our target market.

# Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202



## SOCIAL MEDIA, MARKETING, & ADVERTISING CONTINUED

Ruby Beach Brewing will utilize a handful of advertising channels:

- **Street Visibility and Word of Mouth:** Strong design, quality construction, with a focus on historic preservation will create a buzz around our space. The high visibility on Forsyth Street will also drive traffic
- **Social Media (Facebook and Instagram):** A daily push of promotional and engaging content used to inform/entice followers.
- **Paid Advertising:** Working mostly in Facebook and Google Ads. A great tool to employ for the brewery to target our customers with ads of our daily promotions and events. Businesses who use Google Ads make an average of \$2 in revenue for every \$1 spent on advertising. With reach being higher than ever on Facebook, ad impressions saw a 37% increase in 2019, along with a decrease in ad costs. With 1.62 billion users visiting Facebook daily, it makes the social platform a great place to focus on advertising.
- **Radio:** Reaching out to stations like 1010XL and iHeartMedia. We have a long-standing relationship with 1010XL that's been used in the past for in-house sports events (i.e. college game day, Jaguar's tailgates), and will continue on with. iHeartMedia will be a platform for us to use when promoting the grand opening of our new downtown location.

# Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

- **Third Party Advertising:** Continuing to be featured on various platforms, like Jax Ale Trail. Being an already established brewery will work to our benefit as we are able to continue with many of our partnerships already formed to highlight our relocation and growth that will come.
- **Flyers:** Passed out to the brewery's surrounding area, with vouchers attached in order to introduce the brewery to many of our neighboring businesses and build that recognition.
- **Partnerships with the local community:** Our marketing team has already begun building connections with some of the surrounding businesses in order to collaborate and easily transition into the new community. A connection with the Downtown Vision Inc. has already been established and will be fully utilized a few weeks prior to our move.
- **Print Advertising:** The folio weekly and alike publications will be used.

## PRODUCTS

Ruby Beach Brewing, Co. will offer a variety of craft beers and wines.

### Menu

RUBY BEACH BEERS ON TAP	PRICE	WINE BY THE GLASS	PRICE
Twin Finn (Lager)	\$4	Guenoc Merlot	\$5
Ruby Beach (Raspberry Wheat)	\$5	Guenoc Cabernet	\$5
American Garage (IPA)	\$5	Guenoc Chardonnay	\$5
Scallywag (Prickly Pear, Passion Fruit Sour)	\$5	Guenoc Pinot Grigio	\$5
Monkey Shark (Key Lime Sour)	\$5		
Minshew's Milk Stache (Choc Milk Stout)	\$5		
Deep Tracks Only (Pineapple IPA)	\$5		
Hoptoberfest (Marzen)	\$5		
Pavlova (Mixed Berry Meringue Sour)	\$6		
B Liner (Berliner Weiss)	\$5		
Canterbury Tale (English Mild)	\$5		
Munson's Irish Red Rye	\$5		
Hibiscus Wheat	\$5		
Boardwalk Brown	\$5		
Rocket Power (Mandarin Orange, Mango Sour)	\$5		

GUEST TAPS	PRICE		
Saugatuck Nitro Neapolitan Milk Stout	\$5		
Sierra Nevada Celebration	\$5		
Stella Artois (on tap for beach bar crawl)	\$5		
Cigar City Margarita Gose	\$5		
Founders Harvest Ale	\$5		
Locust Original Dry Cider	\$5		
Gnarbucha Blueberry Kombucha	\$4		

## Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

### PLAN FOR MERCHANDISING

Ruby Beach brewing will continue to operate 24 taps. The majority of our taps will be our own house varieties that will be regularly rotated between our core brands, Twin Finn Lager, American Garage IPA, Ruby Beach Raspberry Wheat, as well as small batch beers that will only be available in the taproom and through our 25oz and 32oz crowlers. We will also support other local breweries and have designated guest taps to rotate between Intuition, Southern Swells, Bold City and the like. Along with beer we will offer a local non-alcoholic Kombucha from Gnarbucha on tap and other non-alcoholic options. For our non-beer drinking patrons, we will have a wine list available as well as seltzers, ciders and meads. Currently our price point for house pints range between \$3.00 and \$7.00 based on daily specials and ABV. We also have 10oz pours available. Our wine list will consist of 3-4 wines by the glass from \$6.00-\$12.00 as well as bottle pricing ranging from \$18.00-\$45.00.

Our brewing system consists of (1) 7bbl brewhouse, (4) 7bbl fermenters, (4) 7bbl brite tanks as well as (1) 15bbl fermenter and 1 15bbl brite tank. We also operate a single bbl pilot system for small batch brews. The new layout of the brewery will give us ample room to add 2-3 more 15bbl fermenters. Our current capacity for full production is approximately 1800 gallons which is the equivalent to 43 ½ barrels. We plan to upsize 2 of our current 7bbl fermenters to 15bbl fermenters in the next 12-18 months for production capacity.

We have sourced our grain from BSG for the past 3 years and their competitive pricing and assortment of product allows us to keep our overhead low and pass along a reasonable price to our customers. Their regimental shipping schedule ensures a steady supply of our base and specialty malts. We also have a secure hop contract with Hopsteiner that gives us bulk pricing and guarantees the specified hops we use regularly.

Ruby Beach Brewing Co. has sales accounts and relationships with Champion Brands, North Florida Sales, Cavalier Dist. and Harvest Moon (which will allow the taproom the availability to all local beers in the market).

# Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

## PLAN FOR MERCHANDISING CONTINUED

We have multiple walk in keg coolers and will have the capacity to hold over 100 kegs to supply the tap room.

Our core brands represent us well but we are also on the leading edge of craft beer trends. We will continue to develop lower ABV and lower calorie beers that have shown traction in the market in Q4. Along with market demand for variety and trends we will have a continuous lineup of seasonal offerings.

In 2019 we produced a sour that's done very well in the taproom and in the market. We have developed a niche for our bases and treated sour beers and will continue to release those in the taproom.

228 E. Forsyth will give us space to properly maintain a barrel aging program. Sourcing various whiskey, cognac, and rum barrels will be at the forefront of the new location. Having the storage space and barrel racks will allow us to appropriately age different beers for special releases.

The ample outdoor space will be shaded in the summer months and have ample heaters during Jacksonville's mild winters allowing our guests to make the most of our beautiful year-round weather. The ability to serve directly into the beer garden will create an efficient and positive guest experience. We will offer both beer and wine from the beer garden service bar. We will also work closely with local food truck operators to provide offerings on designated days and evenings. In addition to the food trucks and service bar we will add outdoor activities such as cornhole, Jenga, ring toss, and giant connect four.



## Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

The second floor will be used for a variety of events. Portable bars will occupy the space for private events to serve beer and wine. The 2500 sq. feet will be available for rent for corporate happy hour parties, birthdays, anniversaries, and weddings. We will also have the space available for art showings, pop up markets and more. We will work closely with local reputable caterers and food vendors to refer to our clients.

Ruby Beach Brewing Co. will work closely with local craft vendors for beer centered merchandise such as beer jellies, beer soaps, scented candles as well as logo's t-shirts, hoodies, pint glasses, openers and more.

### JOB POSITIONS

---

Ruby Beach Brewing Co. will employ a minimum of thirteen (13) personnel:

- (1) Front of House Manager
- (6-8) Taproom Employees
- (1) Full-Time Sales Representative
- (1) Full-Time Marketing Representative
- (1) Full-Time Head Brewer
- (1) Full-Time Assistant Brewer
- (1) Caning Line Operator
- (1) Keg Washer/Equipment Sanitation

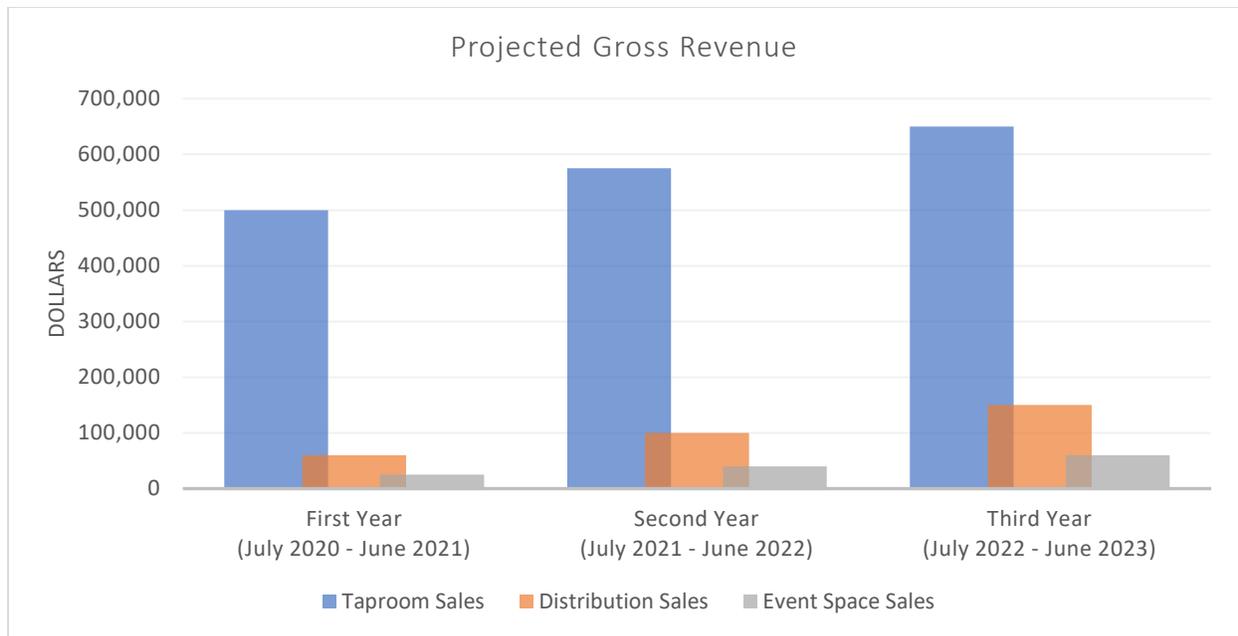
Our sales team will grow within the year and the opportunity to expand event staff as well as our executive team that's in place.

## SALES FORECAST

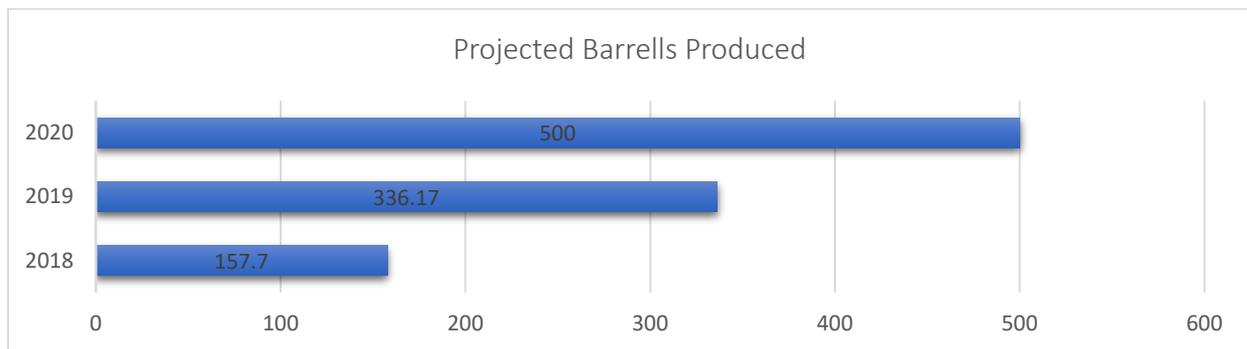
Taproom sales objective is to achieve gross revenue in the first operating year at the new location of \$500,000 with a profit margin of 20-25%.

Distribution sales objective is to achieve gross revenue in the first operating year at the new location of \$60,000. Once our canning line is fully operational, we will exponentially increase distribution revenue.

Event space sales objective is to achieve gross revenue of \$25,000 in the first year. With the residual impact of private events in the taproom we expect to exceed that number.



Our total barrels produced in 2018 were 157.70, we saw excellent growth in 2019 producing 336.17 barrels. With the move downtown, and the ability for canning, plus a more targeted taproom demographic, we expect to produce a minimum of 500 barrels current year.



## SOURCE OF CASH/CAPITAL AND CASH FLOW ANALYSIS

---

Our move to downtown Jacksonville will require significant start up costs. The entire building will need to be renovated and completely redeveloped. We have been lucky enough to find a Landlord willing to take on the costs of the major infrastructure improvements needed for the space and who has provided us with a large enough TI Allowance to open the building up for tenancy. We expect the construction alone to exceed \$445,000. Luckily, we own all of our brewing equipment, furniture, and fixtures outright. In addition to the construction and moving/storage expenses, we will have other startup expenses such as interior design, design finishes, some new furniture, operating reserves, etc. which will cost another \$50,000.

This total investment of over \$500,000 is what it will take to open in this location and completely transform a vacant, downtown building.

We will be contributing \$75,000, and the Landlord will be contributing \$350,000. This leaves approx. \$75,000 of unfunded construction costs needed to open in this location. We are seeking this amount from the DIA to completely restore this building and bring a well-known and operational brewery to the heart of the Northbank Core and Elbow Entertainment District.

In order to accommodate our move from Jacksonville Beach to downtown Jacksonville, we must construct our facility in phases. We intend to permit and construct the first phase of our facility (the brew house) without the help of the DIA and will exclude the built square footage from our Retail Enhancement Grant request.

The remainder of the first floor is a 1,278 SF taproom with a 440 SF outdoor patio. The upstairs event space is 2,557 SF. The total SF we are asking for Retail Enhancement Grant funds for are 4,275 SF (taproom, outdoor beer garden, event space).

- The Brew House (Phase I) is 1,278 SF of space. The cost of this portion of construction is \$107,900.00.
- The taproom, outdoor beer garden, event space, and exterior improvements (Phase II) will cost \$328,600.00.

<b>Start-up Expenses</b>	
Legal	\$ 3,500.00
Construction	\$ 445,000.00
Equipment Move	\$ 10,000.00
Rent	\$ 6,500.00
Inventory	\$ 5,000.00
Patio Seating Furniture	\$ 5,000.00
Patio Awning / Planters	\$ 6,500.00
Deposit	\$ 6,500.00
Signage	\$ 12,000.00
<b>Total Start Up Expenses</b>	<b>\$ 500,000.00</b>

Since our ask is only for Phase II, the construction can be summarized as follows for the purpose of this application:



Total Construction		\$ 445,000
Less: Phase I Brewery		\$ 107,900
Remainder		\$ 337,100
<b>Contributions based on Remainder of \$337,100</b>		
Landlord Contribution	54%	\$ 187,100
Tenant Contribution	23%	\$ 75,000
DIA Contribution	23%	\$ 75,000



# RUBY BEACH BREWING CO.

THREE YEAR PROJECTED OPERATION PRO-FORMA

**228 East Forsyth Street, Jacksonville, FL 32202**



## THREE YEAR PROEJCTED OPERATION PRO-FORMA

Pro Forma Profit and Loss

	FY 2020	FY 2021	FY 2022
Sales	\$ 585,000	\$ 715,000	\$ 860,000
Direct Cost of Goods	\$ 100,000	\$ 115,000	\$ 140,000
Other Costs of Goods	\$ -	\$ -	\$ -
<b>Total Cost of Goods Sold</b>	<b>\$ 100,000</b>	<b>\$ 115,000</b>	<b>\$ 140,000</b>
Gross Margin	\$ 485,000	\$ 600,000	\$ 720,000
Gross Margin %	82.91%	83.92%	83.72%
<b>Expenses</b>			
Payroll	\$ 177,000	\$ 188,000	\$ 200,000
Payroll Taxes	\$ 50,000	\$ 54,000	\$ 59,000
Marketing	\$ 5,000	\$ 5,500	\$ 6,000
Rent	\$ 79,138	\$ 81,305	\$ 83,536
Internet/Phone	\$ 2,500	\$ 2,700	\$ 2,800
Insurance	\$ 22,000	\$ 18,500	\$ 18,500
Pest Control	\$ 800	\$ 800	\$ 800
Utilities/Trash	\$ 5,000	\$ 5,300	\$ 5,800
Maintenance	\$ 13,000	\$ 13,500	\$ 14,500
<b>Total Operating Expenses</b>	<b>\$ 354,438</b>	<b>\$ 369,605</b>	<b>\$ 390,936</b>
Net Profit	\$ 130,562	\$ 230,395	\$ 329,064
Profit Margin %	22.32%	32.22%	38.26%

# RUBY BEACH BREWING CO.

EVIDENCE OF OWNERSHIP  
(DEED & SUNBIZ SHEET ATTACHED)

**228 East Forsyth Street, Jacksonville, FL 32202**



# RUBY BEACH BREWING CO.

COPY OF LEASE AGREEMENT  
(ATTACHED)

228 East Forsyth Street, Jacksonville, FL 32202



# RUBY BEACH BREWING CO.

NOTARIZED STATEMENT FROM PROPERTY OWNER  
(ATTACHED)

228 East Forsyth Street, Jacksonville, FL 32202



# RUBY BEACH BREWING CO.

WRITTEN DESCRIPTION OF IMPROVEMENTS AND MODIFICATIONS

**228 East Forsyth Street, Jacksonville, FL 32202**



## WRITTEN DESCRIPTION OF IMPROVEMENTS AND MODIFICATIONS

The exterior of the building at 228 East Forsyth Street will be maintained and restored to maintain its retro vibe and façade. Upgrades such as glass roll-up doors facing Forsyth St, new front door, and new windows will be done on a replacement basis and will not change the overall aesthetic. Other exterior improvements will include an outdoor fire egress from the second floor, which will be on the east side of the building. Adjacent to the building will be the beer garden. As part of the beer garden we will be repurposing the existing “parking hut” and transforming it into a beer serving station for the outdoor space.

Improvements include the construction of the tap room facing Forsyth Street, the brewery in the rear of the building, and the upstairs event space. These improvements include ADA restrooms, new staircase, and handicap lift for access to the second floor. We will be restoring the beautiful hardwood floors on the interior and will also take advantage of the ample exposed brick and exposed rafters to achieve a rugged yet sophisticated look.

As noted earlier in the application, Phase I of construction will be completed and excluded from this application. The remaining costs of construction are broken down in the table below:

		TOTAL	BREWERY	TAPROOM	EVENT SPACE	BEER GARDEN
1	DEMOLITION	\$ 3,000.00	\$ 1,500.00	\$ 500.00	\$ 1,000.00	\$ -
2	CONCRETE/FOUNDATION/MASONRY	\$ 5,000.00	\$ 4,000.00	\$ -	\$ -	\$ 1,000.00
3	FRAMING/ DRYWALL	\$ 15,000.00	\$ 8,500.00	\$ 3,500.00	\$ 3,000.00	
4	ELECTRICAL (INCLUDES LIGHTING PACKAGE AND SERVICE)	\$ 55,000.00	\$ 10,000.00	\$ 22,500.00	\$ 18,500.00	\$ 4,000.00
5	PLUMBING (INCLUDES FIXTURES AND TRENCH DRAINS)	\$ 30,000.00	\$ 5,400.00	\$ 12,300.00	\$ 9,300.00	\$ 3,000.00
6	MECHANICAL	\$ 84,000.00	\$ 8,000.00	\$ 38,000.00	\$ 38,000.00	\$ -
7	BREWERY INSTALLATION	\$ 34,000.00	\$ 34,000.00	\$ -	\$ -	\$ -
8	ELEVATOR	\$ 30,000.00	\$ -	\$ 15,000.00	\$ 15,000.00	\$ -
9	STAIRS (INSIDE AND OUTSIDE)	\$ 15,000.00		\$ 6,500.00	\$ 8,500.00	
10	DOORS/WINDOWS	\$ 16,000.00	\$ 4,000.00	\$ 7,500.00	\$ 4,500.00	\$ -
11	SPRINKLER	\$ 65,000.00	\$ 7,000.00	\$ 29,000.00	\$ 29,000.00	
12	RAILING/BUILT IN SEATING/PLANTERS	\$ 8,000.00	\$ -	\$ 4,000.00	\$ 4,000.00	\$ -
13	FLOORING	\$ 15,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	\$ -
14	GAS	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -
15	PAINTING	\$ 9,000.00	\$ 3,500.00	\$ 2,500.00	\$ 3,000.00	\$ -
16	STRUCTURAL FRAMING	\$ 8,000.00		\$ 6,000.00	\$ 2,000.00	\$ -
17	GENERAL CONDITIONS (PERMITTING, REVIEW, DUMPSTERS)	\$ 8,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
18	Month)	\$ -				
19	BUILDER FEE	\$ 40,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 4,000.00
	TOTAL	\$ 445,000.00				
			\$ 107,900.00	\$ 164,300.00	\$ 158,800.00	\$ 14,000.00

# RUBY BEACH BREWING CO.

DESIGN FOR STOREFRONT AND INTERIOR  
(ATTACHED)

228 East Forsyth Street, Jacksonville, FL 32202



# RUBY BEACH BREWING CO.

LEGALLY BINDING AGREEMENT WITH A LICENSED CONTRACTOR  
(ATTACHED)

228 East Forsyth Street, Jacksonville, FL 32202



# RUBY BEACH BREWING CO.

(2) CONSTRUCTION COST ESTIMATES FOR IMPROVEMENTS

**228 East Forsyth Street, Jacksonville, FL 32202**



# RUBY BEACH BREWING CO.

ONE-YEAR CORPORATE TAX RETURNS  
&  
THREE-YEAR PERSONAL TAX RETURNS  
(ATTACHED)

**228 East Forsyth Street, Jacksonville, FL 32202**



## Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

### 2018 CORPORATE TAX RETURN PREFACE

---

On January 1<sup>st</sup> 2018, then Zeta Brewing Co. temporarily closed down operations to undergo a facelift as well as a re-brand. We underwent a front of house overhaul to move the bar, install a new glycol and long draw tap system as well as moving the brewery wall to allow more space for production equipment.

The re-brand to Ruby Beach Brewing co. was to create a brand with no relationship to our prior restaurant “Zeta” which was established in 2013 as strictly a bar and restaurant. The newly branded Ruby Beach Brewing Co. is beer first focused and brand recognizable from tap handles to cans.

During the closure from January to May 26<sup>th</sup> 2018 we incurred considerable cost in both construction and payroll keeping key employees on board throughout the process. Our taproom income from 2018 is considerably lower based on operations of only 7 months thus showing a reported loss on our 1120s.

# **RUBY BEACH BREWING CO.**

**THREE YEAR PROJECTED OPERATION PRO-FORMA**

228 East Forsyth Street, Jacksonville, FL 32202



### THREE YEAR PROEJCTED OPERATION PRO-FORMA

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# **RUBY BEACH BREWING CO.**

## **WRITTEN DESCRIPTION OF IMPROVEMENTS AND MODIFICATIONS**

228 East Forsyth Street, Jacksonville, FL 32202

## Ruby Beach Brewing Co.

228 East Forsyth Street, Jacksonville, FL 32202

### **WRITTEN DESCRIPTION OF IMPROVEMENTS AND MODIFICATIONS**

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# **RUBY BEACH BREWING CO.**

**DESIGN FOR STOREFRONT AND INTERIOR  
(ATTACHED)**

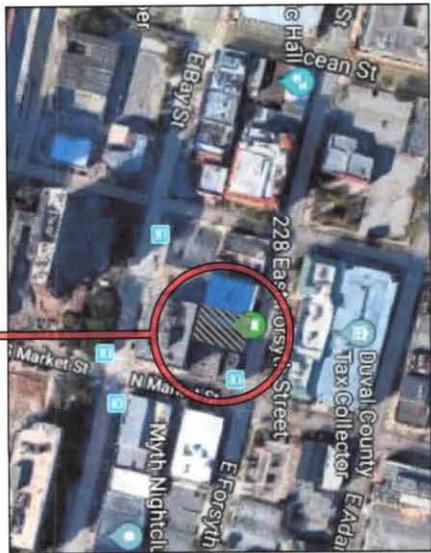
228 East Forsyth Street, Jacksonville, FL 32202

# FORSYTH ST BREWERY BUILDING RENOVATION

228 E FORSYTH ST  
JACKSONVILLE, FL 32202



ID	SHEET LIST	SHEET NAME
A300	COVER SHEET	
A301	LIFE SAFETY	
A302	DEMOLITION PLANS	
A303	1ST FLOOR PLAN	
A304	2ND FLOOR PLAN	
A305	ELEVATIONS	
A306	SECTIONS	
A307	ENLARGED PLANS	
A308	ENLARGED PLANS	
A309	STAIR PLANS & SECTIONS	
A310	RCP'S	
S001	FLOOR FRAMING PLANS & DETAILS	
S002	ROOF FRAMING PLAN & DETAILS	
M001	HVAC ABBRE. LEGENDS, & NOTES	
M101	HVAC 1ST FLOOR PLAN	
M102	HVAC 2ND FLOOR PLAN	
M103	HVAC ROOF PLAN	
M201	HVAC SCHEDULE & DETAILS	
E101	ELEC LEGEND, NOTES, & SCHEDULES	
E102	ELEC SPECIFICATIONS	
E201	POWER PLANS	
E202	LIGHTING PLANS	
P001	PLUMB ABBRE. LEGENDS, & NOTES	
P101	PLUMB 1ST & 2ND FLOOR PLAN - SANITARY	
P201	PLUMB 1ST & 2ND FLOOR PLAN - DOMESTIC	
P301	PLUMB WASTEWENT RISER DIAGRAM	
F101	SPRINKLER CRITERIA SHEET	



PROJECT LOCATION

<b>A300</b>	COVER SHEET	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">DATE</td> <td style="width: 25%;">ISSUE / REVISION</td> <td style="width: 25%;">DATE</td> <td style="width: 25%;">ISSUE / REVISION</td> </tr> <tr> <td>1.22.20</td> <td>PERMIT REVIEW ISSUE</td> <td></td> <td></td> </tr> </table>	DATE	ISSUE / REVISION	DATE	ISSUE / REVISION	1.22.20	PERMIT REVIEW ISSUE			FORSYTH ST BREWERY BUILDING RENOVATION  <small>228 E FORSYTH ST • JACKSONVILLE, FL 32202</small>	Distinctive Architecture, Planning & Design <small>204 BELMONT BLVD. JACKSONVILLE, FL 32202 TEL: 904.737.7170 FAX: 904.737.7171 WWW.ZONARCHITECTURE.COM</small>
DATE	ISSUE / REVISION	DATE	ISSUE / REVISION									
1.22.20	PERMIT REVIEW ISSUE											

**FORSYTH ST BREWERY  
BUILDING RENOVATION**  
228 E FORSYTH ST  
JACKSONVILLE, FL 32202

**APPLICABLE CODES:**

THE PROJECT SHALL BE DESIGNED AND CONSTRUCTED IN ACCORDANCE WITH THE FOLLOWING VOLUMES OF THE FLORIDA BUILDING CODE (FBC) 2015 EDITION, WHICH INCLUDES ENERGY ACCESSIBILITY AND STATE AGENCY REGULATIONS:  
 VOLUME I - PLUMBING  
 VOLUME II - MECHANICAL AND FUEL GAS  
 VOLUME III - THE NATIONAL ELECTRICAL CODE (STANDARD WITH 70-2008)  
 VOLUME IV - THE NATIONAL FIRE PROTECTION ASSOCIATION (NFPA) BUILDING CODE (EXISTING BUILDING)  
 FLORIDA BUILDING CODE (NEW CONSTRUCTION)  
 FLORIDA BUILDING CODE (REPAIR/RECONSTRUCTION)  
 SAFETY CODE 2015 EDITION

**AREA SUMMARY:**

FORSYTH ST BREWERY 5,174 SF

**PROJECT DESCRIPTION:**

THIS PROJECT IS THE RENOVATION OF AN EXISTING 2-STORY BUILDING INTO A NEW BREWERY AND SERVICE BAR. THE WORK CONSISTS OF NEW STAIRS, NEW WALLS, AND ADA ACCESSIBLE LIFT. THE EXISTING BUILDING CONSISTS OF CONCRETE STRUCTURE. THE EXISTING WALLS SHALL BE REINFORCED FOR THE PROJECT SHALL USE THE PRESCRIPTIVE COMPLIANCE METHOD OF CONSTRUCTION. BUILDING WILL BE SPRINKLED.

**CHAPTER 3 USE AND OCCUPANCY:**

THIS AREA SHALL BE CONSIDERED ASSEMBLY (A-2) ASSEMBLY GROUP A OCCUPANCY. INCLUDING, AMONG OTHERS, THE USE OF A BUILDING OR STRUCTURE OR A PORTION THEREOF FOR THE GATHERING OF PERSONS FOR PURPOSES SUCH AS COMMERCIAL OR RECREATIONAL FUNCTIONS. RECREATIONAL POOL OR SPA, CONSTRUCTION OR MAINTENANCE TRANSPORTATION.

**CHAPTER 5 GENERAL BUILDING HEIGHTS AND AREAS:**

FBC TABLE 501 - ALLOWABLE BUILDING HEIGHTS AND AREAS

TYPE OF CONSTRUCTION	ALLOWABLE	PERMITTED
V-B	2 STORIES	2 STORIES
MAXIMUM STORES	2 STORIES	2 STORIES
MAXIMUM HEIGHT	60'-0"	26'-0"
BUILDING AREA	18,000 SF / STORY	2,597 SF / STORY

FBC 503.3.1 (3) - AUTOMATIC SPRINKLER SYSTEM INCREASES BUILDINGS WITH AN APPROVED AUTOMATIC SPRINKLER SYSTEM SHALL BE ALLOWED AN ADDITIONAL 20 FEET IN HEIGHT, 1 ADDITIONAL STORY, AND A 200% INCREASE IN AREA.

**CHAPTER 6 TYPES OF CONSTRUCTION:**

THE PROPOSED BUILDING CONSTRUCTION TYPE IS TYPE V-B (SPRINKLED). TYPE V CONSTRUCTION IS THAT TYPE OF CONSTRUCTION IN WHICH THE STRUCTURAL MEMBERS, EXTERIOR WALLS AND INTERIOR WALLS ARE OF ANY MATERIALS PERMITTED BY THE CODE.

**CHAPTER 10 MEANS OF EGRESS:**

EGRESS DESIGN  
 OCCUPANCY LOAD FACTORS (PER MAXIMUM OCCUPANCY LOAD TABLE 1004.1.2, IBC 8-1.7)

OCCUPANCY LOAD CALCULATIONS	OCCUPANCY
-ADULT SEATING 1ST FLOOR	34
-ADULT SEATING 2ND FLOOR	17
-BUSINESS 1ST FLOOR	4
-BUSINESS 2ND FLOOR	11
-ADULT SEATING 1ST FLOOR	76
-ADULT SEATING 2ND FLOOR	38
TOTAL OCCUPANCY	284

**SECTION 1005 EGRESS WIDTH**

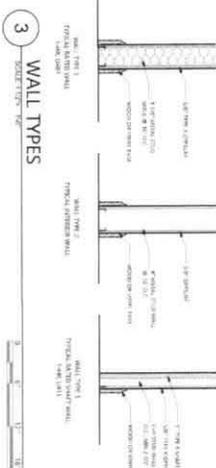
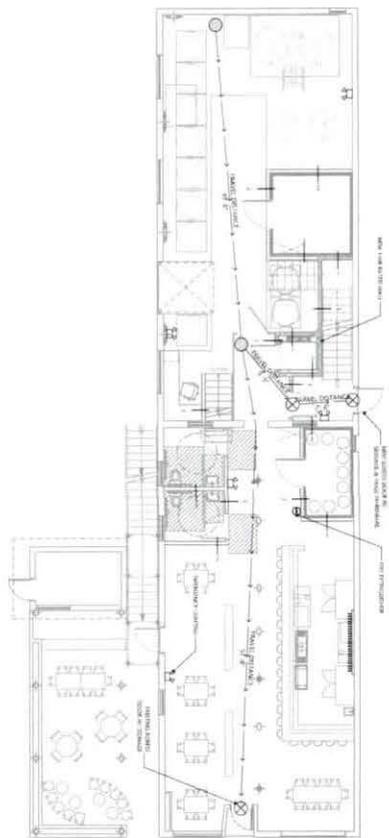
THE TOTAL WIDTH OF MEANS OF EGRESS SHALL NOT BE LESS THAN THE TOTAL OCCUPANT LOAD SERVED BY THE MEANS OF EGRESS MULTIPLIED BY 0.3 INCH PER OCCUPANT FOR STAIRWAYS AND BY 1.2 INCH PER OCCUPANT FOR OTHER EGRESS COMPONENTS.

- MINIMUM EGRESS WIDTH FOR 1ST FLOOR OF BUILDING: 15' OCCUPANTS 3 - 2' - 15"
- MINIMUM EGRESS WIDTH FOR 2ND FLOOR OF BUILDING: 15' OCCUPANTS 3 - 2' - 15"
- MINIMUM STAIR WIDTH FOR 2ND FLOOR OF BUILDING: 28' OCCUPANTS 3 - 3' - 8 1/2"
- MINIMUM STAIR WIDTH PER IBC 1009.4: 44" MIN.
- MINIMUM STAIR WIDTH FOR 2ND FLOOR OF BUILDING PROVIDED: 34'

PER TABLE 1005.10.1.1 ACCESS TRAVEL DISTANCE  
 ALLOWABLE TRAVEL DISTANCE PER TABLE 1016.2 FOR GROUP A-2 WITH AUTOMATIC SPRINKLER SYSTEM IS 250 FEET

**GENERAL NOTES:**

- 1) ALL PRODUCTS SELECTED BY CONTRACTOR MUST BE INCLUDED IN THE GENERAL CONTRACT AND MUST BE INSTALLED IN STRICT ACCORDANCE WITH MANUFACTURER'S REQUIREMENTS
- 2) PRODUCTS THAT SHALL CONFORM TO MORE THAN ONE LISTING, BUT NOT LIMITED TO METAL STUDS, STEEL REBAR, FIBERGLASS WOOD STUDS, METAL FLASHING, METAL STOCK, METAL BARBERS, PAINT, VAPOR BARRIER, ARCHITECTURAL FOAM SHALES, CAST IN PLACE CONCRETE, ETC.
- 3) CONTRACTOR IS TO SUBMIT SAMPLES OF ALL SELECTED PRODUCTS TO OWNER FOR APPROVAL.
- 4) CONTRACTOR IS TO CONTACT ARCHITECT IMMEDIATELY IF THERE ARE ANY DISCREPANCIES BETWEEN PLANS, SECTIONS, AND/OR DETAILS.
- 5) USE OF BARBERS OR EQUAL AS UNDERLAMENT FOR THE OR BATH ROOM FLOORS WHEN WATER SOURCE IS IN CLOSE PROXIMITY.



- LIFE SAFETY NOTES:**
- 1) DIMENSIONS IN 1/8" INCHES TO WALLS TO FINISH, AND DIMENSIONS OF A COLUMN MARKING BY PROPOSED LIGHT REMOVAL, UNLESS THE CONSTRUCTION SHOWS OTHERWISE (SEE 604-ENCL. 01).

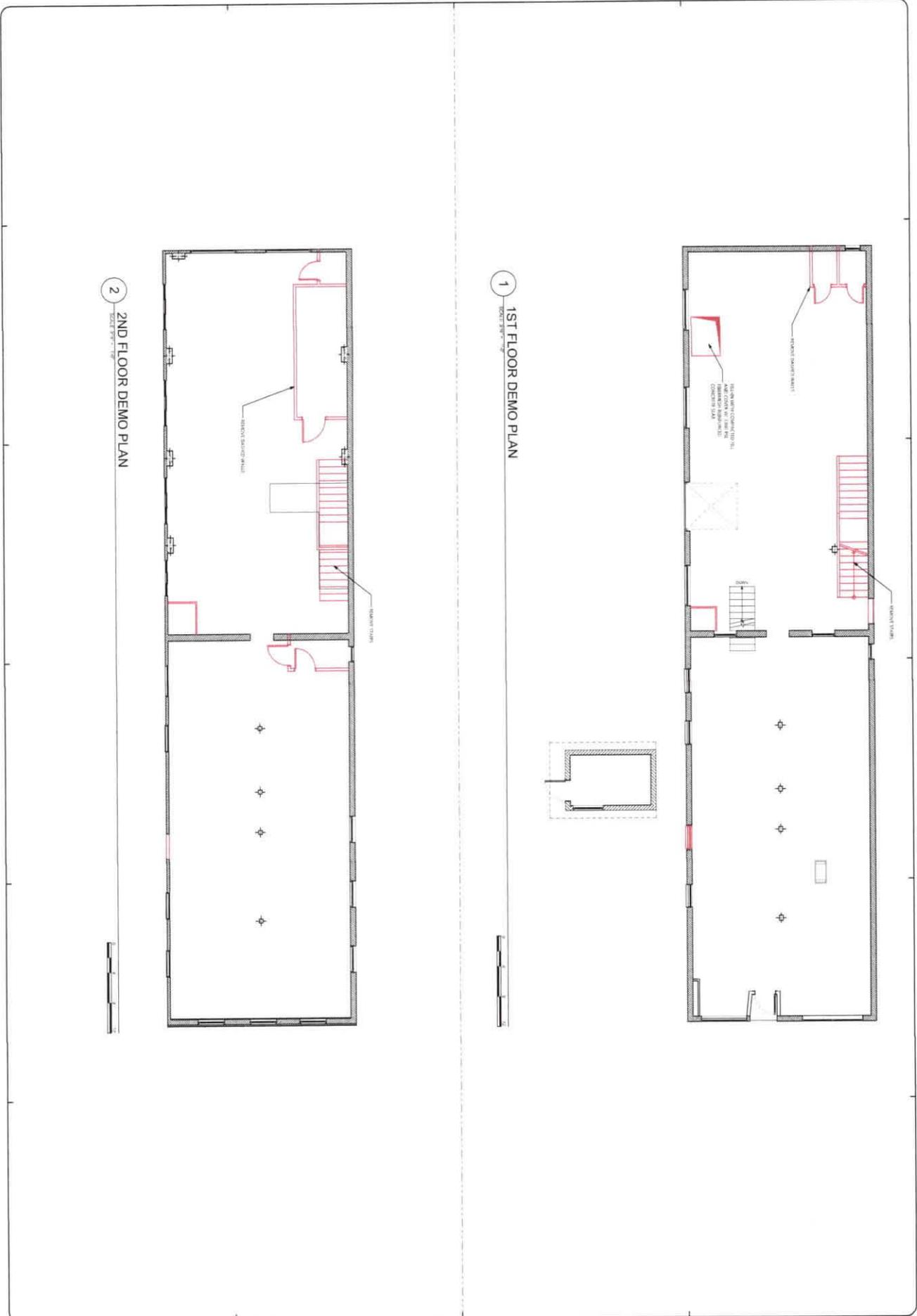
A301

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

DESIGNED BY  
 ARCHITECTURE, P.A.

**FORSYTH ST BREWERY  
BUILDING RENOVATION**  
228 E FORSYTH ST - JACKSONVILLE, FL 32202

**ZON Architecture**  
 Detective Architecture, Planning & Design  
 228 E. FORSYTH STREET, SUITE 200 JACKSONVILLE, FL 32202  
 TEL: 904.241.1111 FAX: 904.241.1112



1 1ST FLOOR DEMO PLAN

2 2ND FLOOR DEMO PLAN

A302  
DEMOLITION  
PLANS

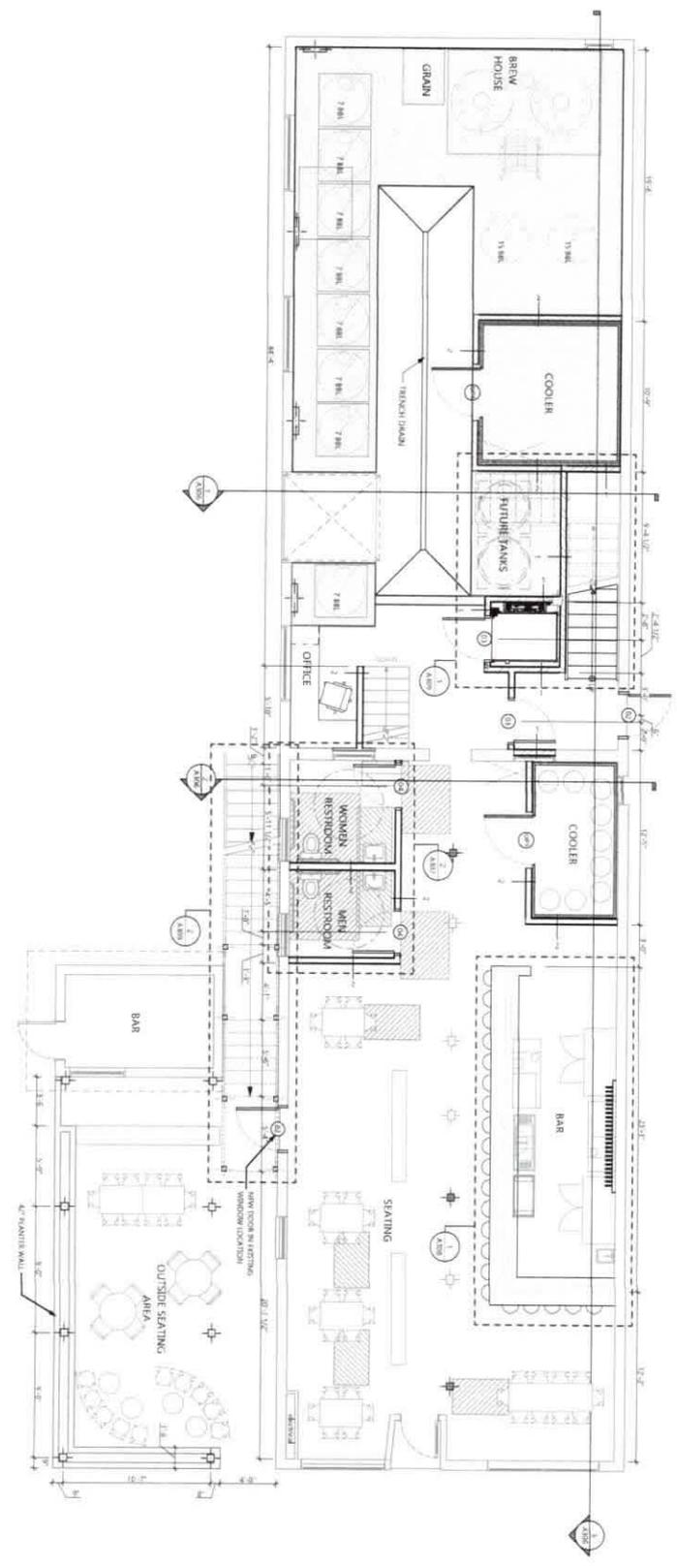
DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

MAX ZONA LLC  
228 E FORSYTH ST  
JACKSONVILLE, FL 32202

FORSYTH ST BREWERY  
BUILDING RENOVATION  
228 E FORSYTH ST - Jacksonville, FL 32202

**ZONA** Architecture  
Distinctive Architecture, Planning & Design  
228 E. FORSYTH ST. SUITE 100 JACKSONVILLE, FL 32202  
TEL: 904.742.1700 Email: info@zonarchitecture.com JAK 001

1 1ST FLOOR PLAN



A303

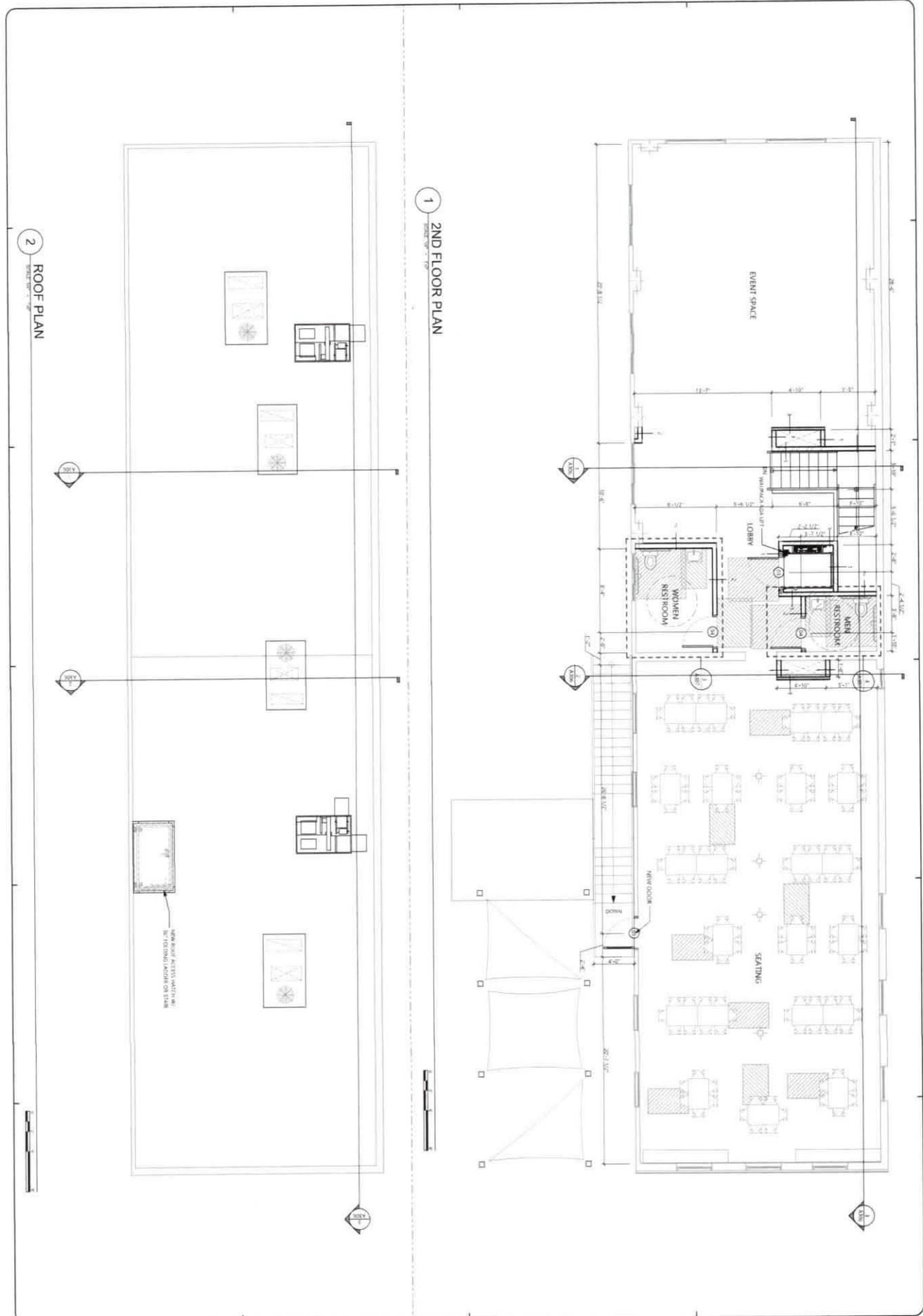
1ST FLOOR PLAN

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

PROFESSIONAL ARCHITECT FL 1988

**FORSYTH ST BREWERY BUILDING RENOVATION**  
228 E FORSYTH ST - Jacksonville, FL 32202

**ZONArchitecture**  
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TEL: 904.757.8800 WWW.ZONARCHITECTURE.COM



A304  
2ND FLOOR PLAN

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

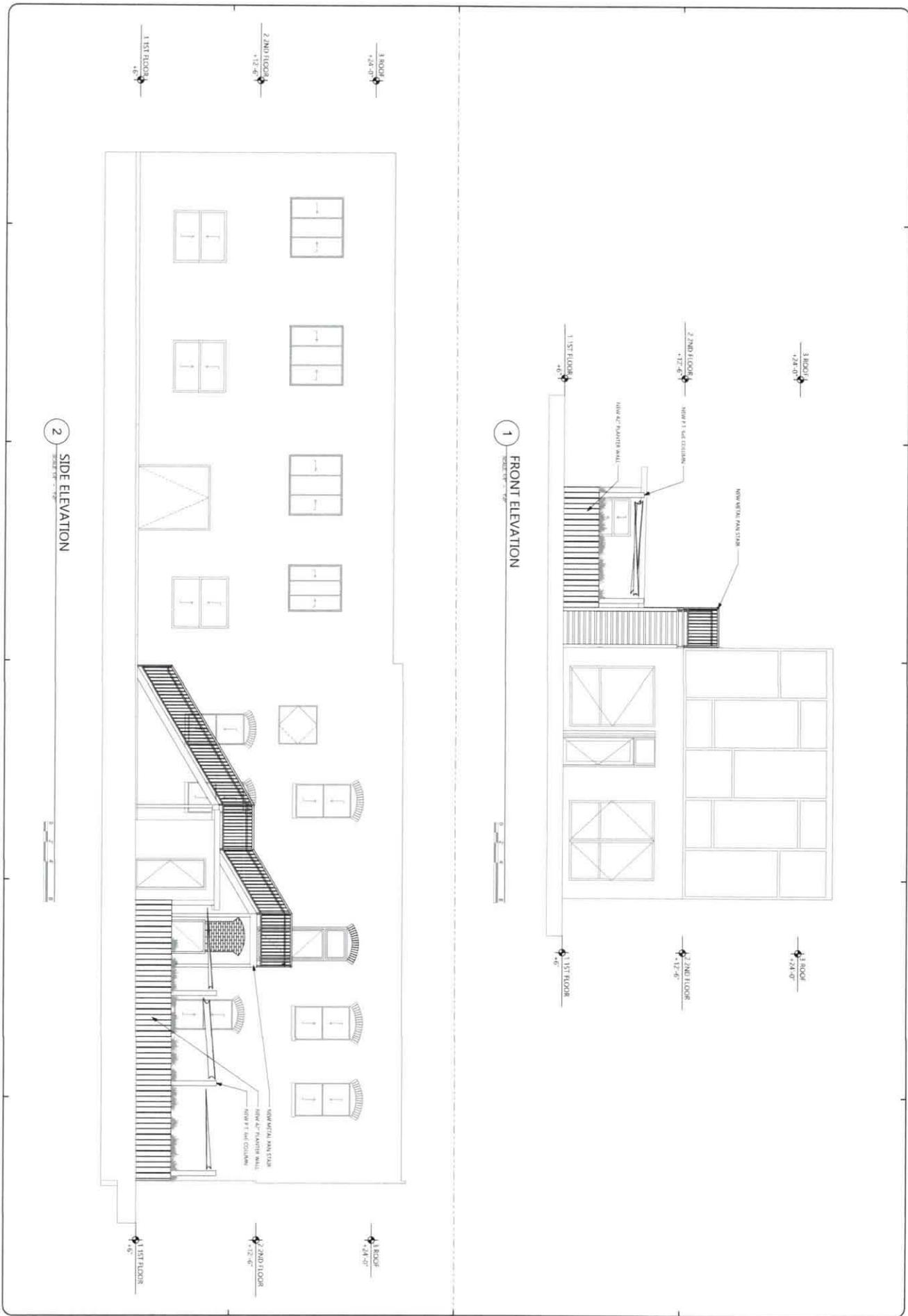
JOHN DONALD  
ARCHITECTURE P.L.L.C.

**FORSYTH ST BREWERY  
BUILDING RENOVATION**

228 E FORSYTH ST - Jacksonville, FL 32202

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200 NE 21st BLVD - JACKSONVILLE, FL 32207  
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A305

ELEVATIONS

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
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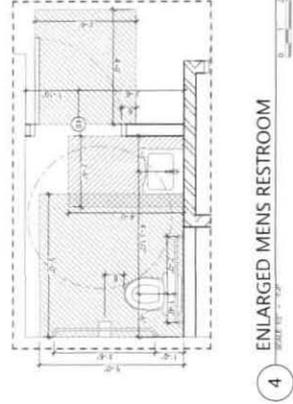
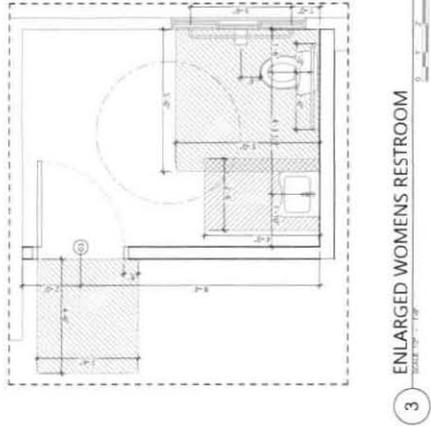
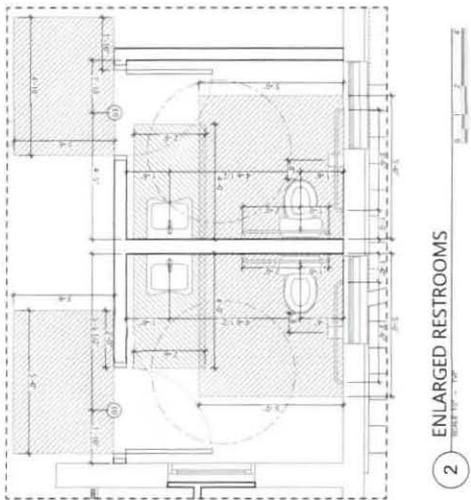
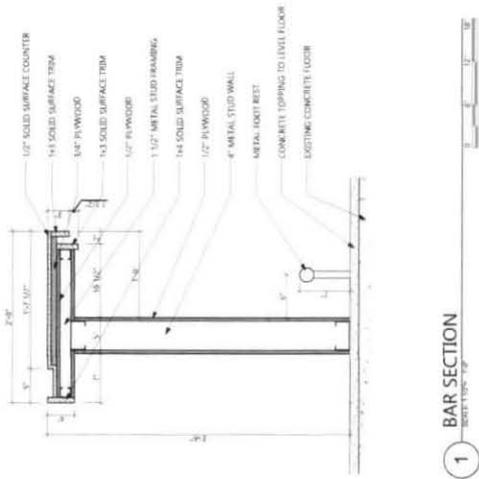
ARCHITECTURE  
 1100  
 1100

**FORSYTH ST BREWERY  
 BUILDING RENOVATION**  
 228 E FORSYTH ST - Jacksonville, FL 32202

**ZONArchitecture**  
 Distinctive Architecture, Planning & Design  
 JIM BELMONT ROAD, JIM KENNEDYVILLE, FL 32218  
 TEL: 904.772.7272 Email: info@zonarchitecture.com Web: zon.com

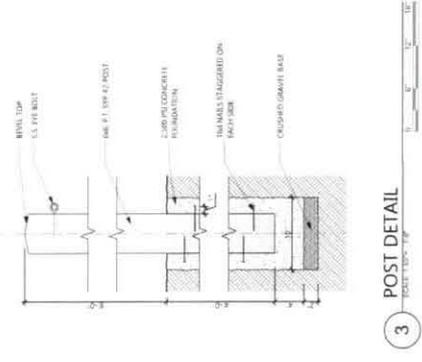
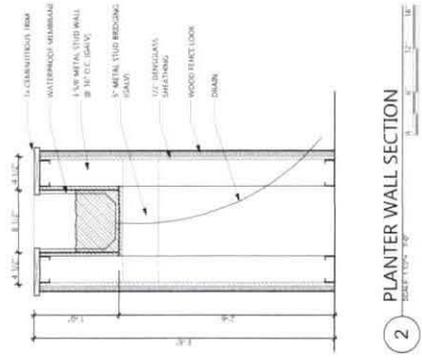
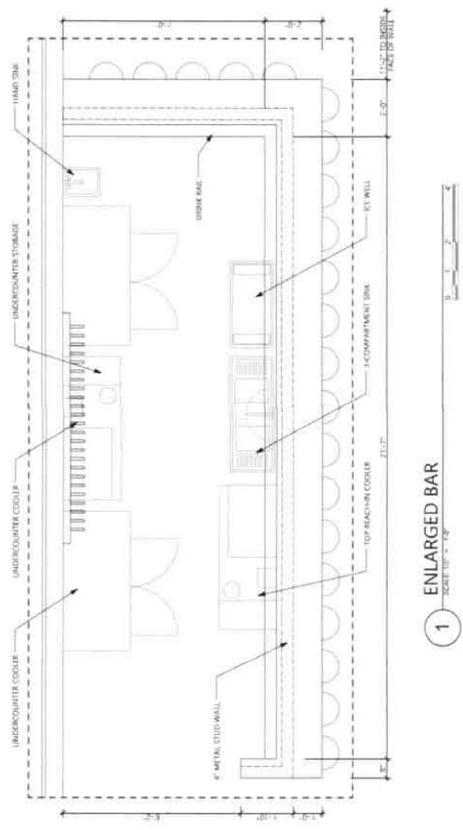
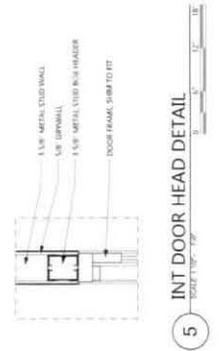
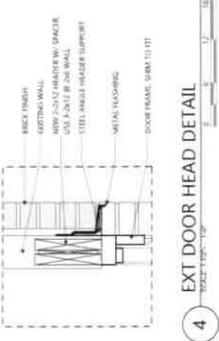


DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE



DATE	ISSUE / REVISION
11/22/20	PERMIT REVIEW ISSUE

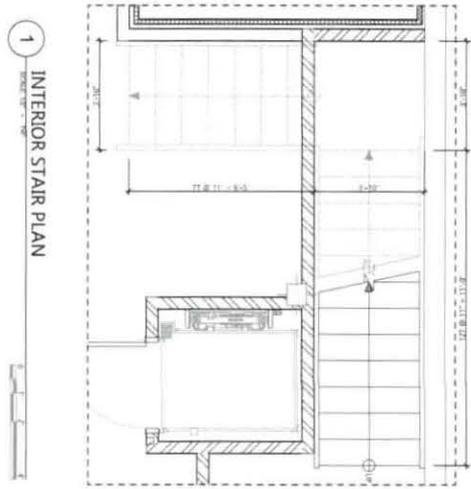
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ID	01	02	03	04	OP1
ELEVATION					
COUNT	1	2	3	4	2
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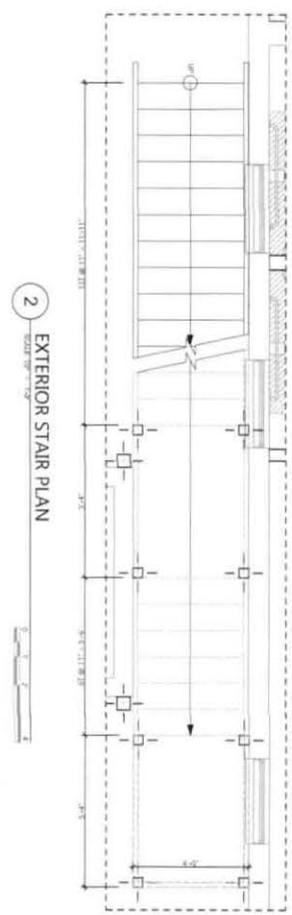
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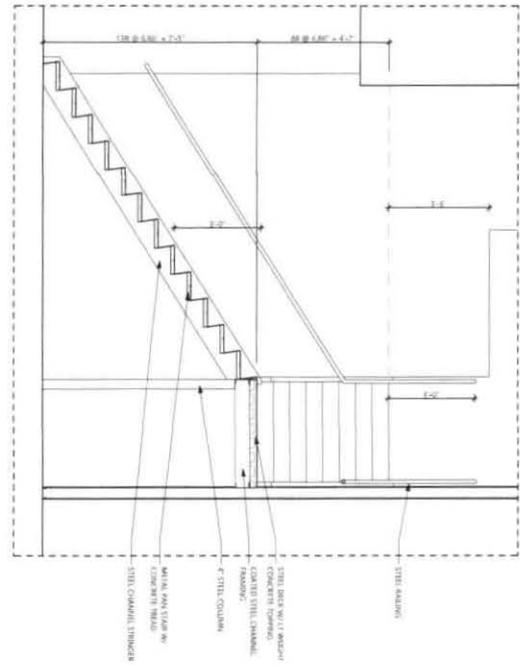
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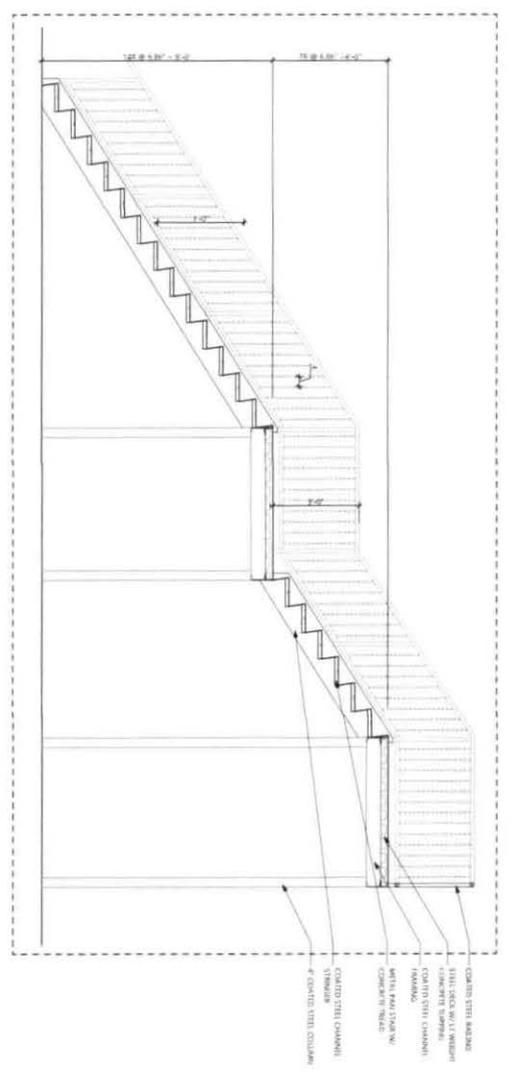
1 INTERIOR STAIR PLAN



2 EXTERIOR STAIR PLAN



3 INTERIOR STAIR SECTION



4 EXTERIOR STAIR SECTION

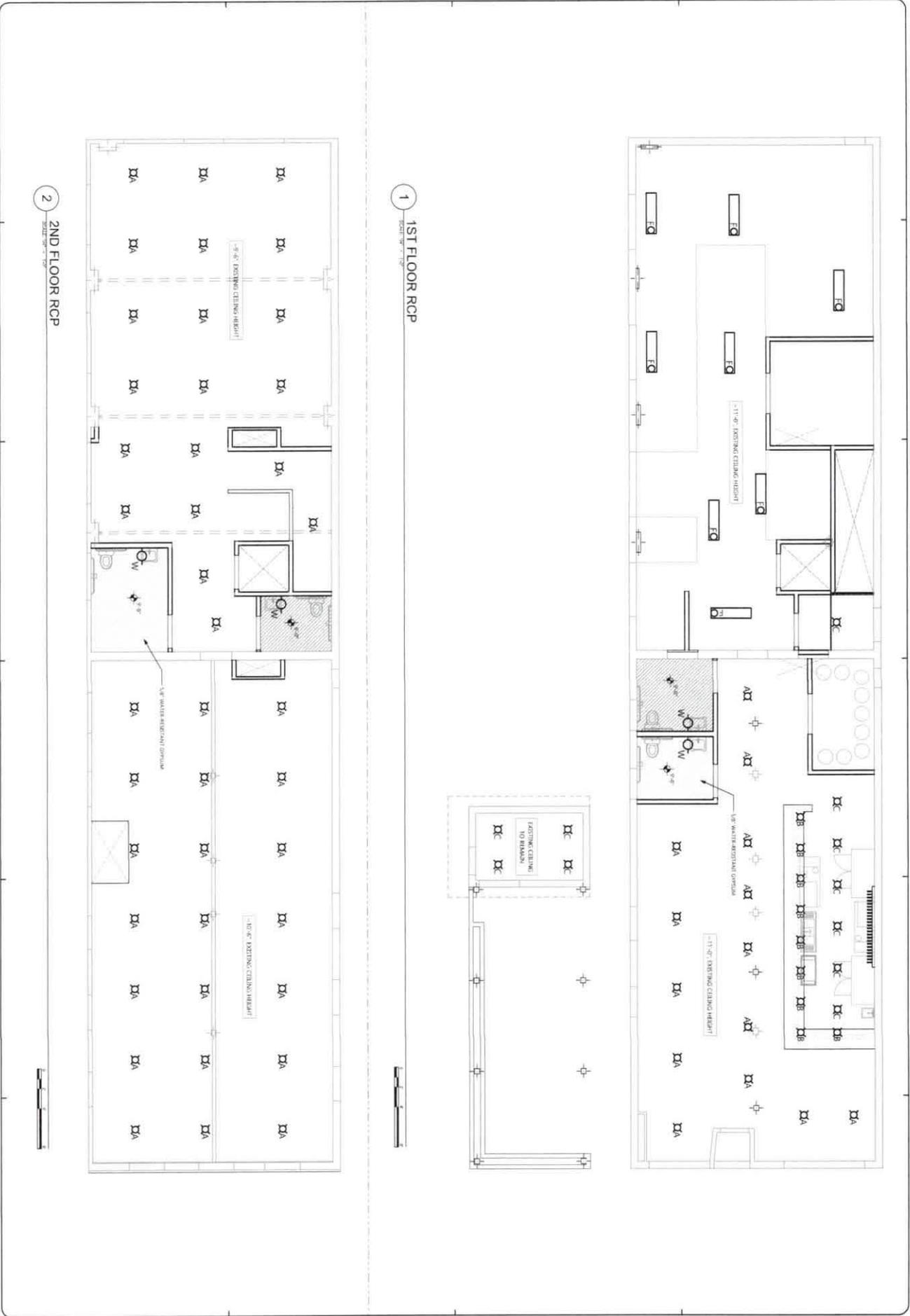
DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

JOHN ZONAS  
ARCHITECT - P.L.L.C.

FORSYTH ST BREWERY  
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228 E FORSYTH ST - Jacksonville, FL 32202

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240 BELMONT BLVD - JACKSONVILLE, FL 32202  
TEL: 904.779.7270 | WWW.ZONARCHITECTURE.COM | AIA AIAA

A309  
STAIR PLANS & SECTIONS



1 1ST FLOOR RCP

2 2ND FLOOR RCP

A310  
RCP'S

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1.22.20	PERMIT REVIEW ISSUE		

ARCHITECT  
ZON ARCHITECTURE

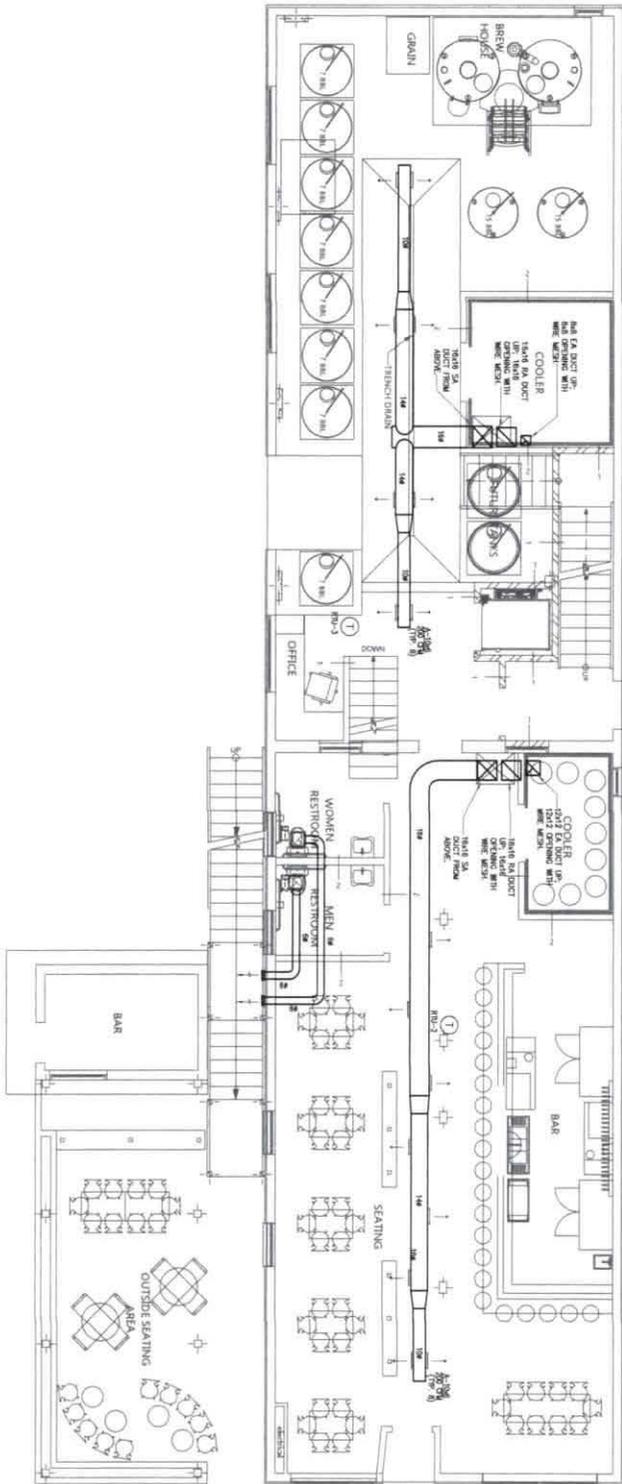
FORSYTH ST BREWERY  
BUILDING RENOVATION  
228 E FORSYTH ST - JACKSONVILLE, FL 32202

**ZON Architecture**  
Distinctive Architecture, Planning & Design  
240 BELMONT BLVD. SUITE 1000, JACKSONVILLE, FL 32202  
TEL: 904.777.7777 FAX: 904.777.7777









① HVAC FIRST FLOOR PLAN  
SCALE: 1/8" = 1'-0"

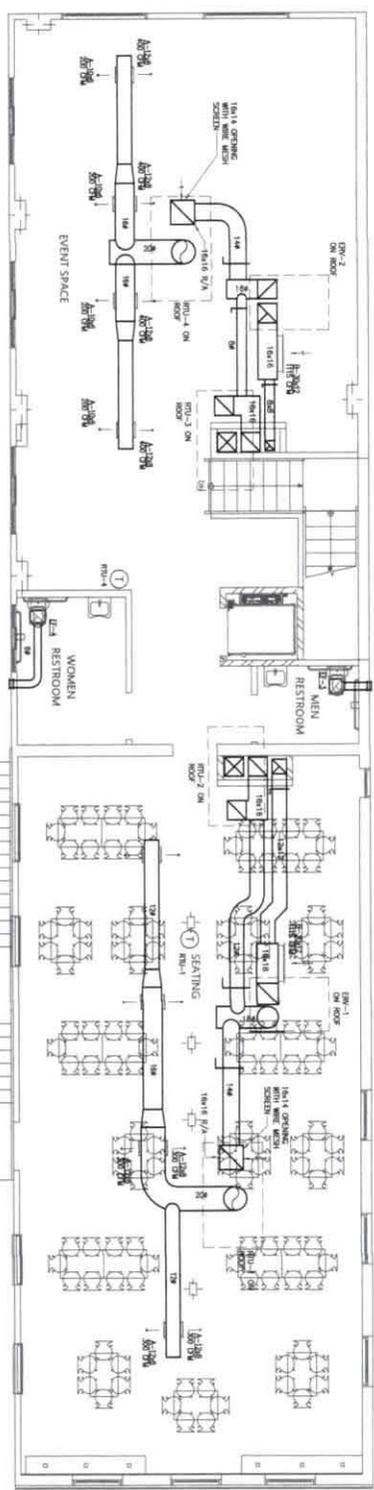
J. HARDEN & ASSOCIATES, LLC  
ENGINEERING CONSULTANT  
CMA 20871  
PH 904.677.2200  
EMAIL: jharden@jha.com

M101  
HVAC FIRST FLOOR PLAN

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FORSYTH ST BREWERY BUILDING RENOVATION  
JAZZ @ FORSYTH ST JACKSONVILLE FL

**ZONArchitecture**  
Distinctive Architecture, Planning & Design  
3040 W. 17th Street, Jacksonville, FL 32216  
TEL: 904.776.1234 FAX: 904.776.1235



1 HVAC SECOND FLOOR PLAN  
DATE: 1/28/20

J. HARRIS & ASSOCIATES, LLC  
ENGINEERING CONSULTANT  
1000 N. W. 10TH AVE.  
FT. LAUDERDALE, FL 33304  
TEL: 954.777.2200  
EMAIL: jharris@jha.com

M102

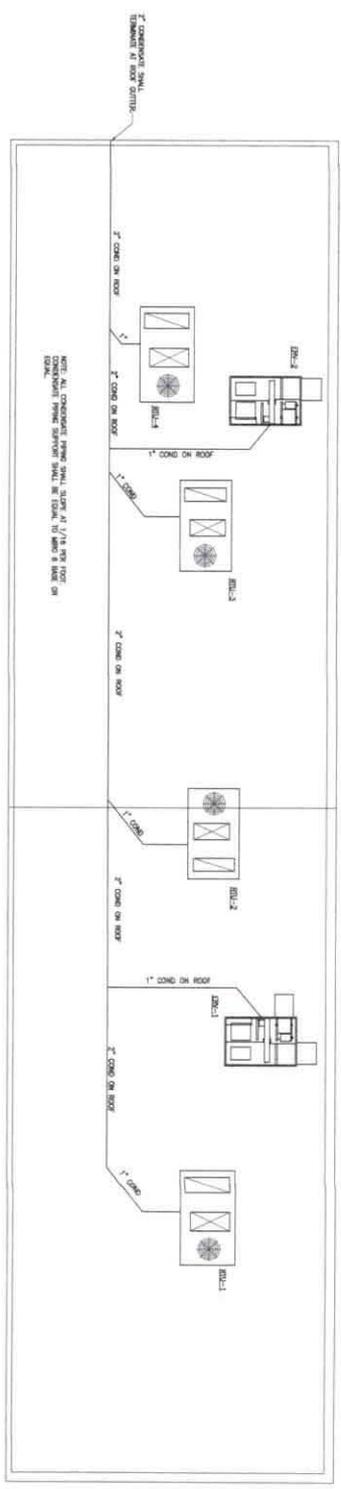
HVAC  
SECOND  
FLOOR PLAN

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION
1/28/20	PERMIT ISSUE		

FORSYTH ST BREWERY  
BUILDING RENOVATION

1422 E FORSYTH ST JACKSONVILLE FL

**ZONArchitecture**  
Distinctive Architecture, Planning & Design  
3000 FORT LAUDERDALE BOULEVARD, SUITE 100  
FORT LAUDERDALE, FL 33304  
TEL: 954.777.2200



① HVAC ROOF PLAN  
SCALE: 1/8" = 1'-0"

**VENTILATION RATE PROCEDURE (VPR) - AIRSIDE E.I.**

Legend:  
 1. Outdoor Air Flow Rate  
 2. Outdoor Air Flow Rate  
 3. Outdoor Air Flow Rate  
 4. Outdoor Air Flow Rate  
 5. Outdoor Air Flow Rate  
 6. Outdoor Air Flow Rate  
 7. Outdoor Air Flow Rate  
 8. Outdoor Air Flow Rate  
 9. Outdoor Air Flow Rate  
 10. Outdoor Air Flow Rate

Room No.	Room Name	Volume (cu ft)	ACH	Flow (cfm)							
101	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
102	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
103	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
104	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
105	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
106	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
107	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
108	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
109	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
110	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
111	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
112	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
113	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
114	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
115	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
116	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
117	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
118	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
119	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000
120	Bar	10,000	10	1000	1000	1000	1000	1000	1000	1000	1000

J. HARDEN & ASSOCIATES, L.L.C.  
 ENGINEERING CONSULTANTS  
 141 S. 4TH ST.  
 JACKSONVILLE, FL 32202  
 EMAIL: jharden@jha.com

M103  
 HVAC  
 ROOF PLAN

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FORSYTH ST BREWERY BUILDING RENOVATION  
 142A E FORSYTH ST JACKSONVILLE FL

**ZON Architecture**  
 Distinctive Architecture, Planning & Design  
 141 S. 4TH ST. JACKSONVILLE, FL 32202  
 TEL: 904.251.1000 FAX: 904.251.1001

**PACKAGED AIR CONDITIONER SCHEDULE**

UNIT	ROOM	TYPE	SIZE	PHASE	STATUS
1	101	PACKAGED	36" X 36" X 12"	1	1
2	102	PACKAGED	36" X 36" X 12"	1	1
3	103	PACKAGED	36" X 36" X 12"	1	1
4	104	PACKAGED	36" X 36" X 12"	1	1
5	105	PACKAGED	36" X 36" X 12"	1	1
6	106	PACKAGED	36" X 36" X 12"	1	1
7	107	PACKAGED	36" X 36" X 12"	1	1
8	108	PACKAGED	36" X 36" X 12"	1	1
9	109	PACKAGED	36" X 36" X 12"	1	1
10	110	PACKAGED	36" X 36" X 12"	1	1
11	111	PACKAGED	36" X 36" X 12"	1	1
12	112	PACKAGED	36" X 36" X 12"	1	1
13	113	PACKAGED	36" X 36" X 12"	1	1
14	114	PACKAGED	36" X 36" X 12"	1	1
15	115	PACKAGED	36" X 36" X 12"	1	1
16	116	PACKAGED	36" X 36" X 12"	1	1
17	117	PACKAGED	36" X 36" X 12"	1	1
18	118	PACKAGED	36" X 36" X 12"	1	1
19	119	PACKAGED	36" X 36" X 12"	1	1
20	120	PACKAGED	36" X 36" X 12"	1	1

**ENERGY RECOVERY UNIT**

UNIT	ROOM	TYPE	SIZE	PHASE	STATUS
1	101	ERV	16" X 16" X 12"	1	1
2	102	ERV	16" X 16" X 12"	1	1
3	103	ERV	16" X 16" X 12"	1	1
4	104	ERV	16" X 16" X 12"	1	1
5	105	ERV	16" X 16" X 12"	1	1
6	106	ERV	16" X 16" X 12"	1	1
7	107	ERV	16" X 16" X 12"	1	1
8	108	ERV	16" X 16" X 12"	1	1
9	109	ERV	16" X 16" X 12"	1	1
10	110	ERV	16" X 16" X 12"	1	1
11	111	ERV	16" X 16" X 12"	1	1
12	112	ERV	16" X 16" X 12"	1	1
13	113	ERV	16" X 16" X 12"	1	1
14	114	ERV	16" X 16" X 12"	1	1
15	115	ERV	16" X 16" X 12"	1	1
16	116	ERV	16" X 16" X 12"	1	1
17	117	ERV	16" X 16" X 12"	1	1
18	118	ERV	16" X 16" X 12"	1	1
19	119	ERV	16" X 16" X 12"	1	1
20	120	ERV	16" X 16" X 12"	1	1

**FAN SCHEDULE**

FAN	ROOM	TYPE	SIZE	PHASE	STATUS
1	101	FAN	16" X 16"	1	1
2	102	FAN	16" X 16"	1	1
3	103	FAN	16" X 16"	1	1
4	104	FAN	16" X 16"	1	1
5	105	FAN	16" X 16"	1	1
6	106	FAN	16" X 16"	1	1
7	107	FAN	16" X 16"	1	1
8	108	FAN	16" X 16"	1	1
9	109	FAN	16" X 16"	1	1
10	110	FAN	16" X 16"	1	1
11	111	FAN	16" X 16"	1	1
12	112	FAN	16" X 16"	1	1
13	113	FAN	16" X 16"	1	1
14	114	FAN	16" X 16"	1	1
15	115	FAN	16" X 16"	1	1
16	116	FAN	16" X 16"	1	1
17	117	FAN	16" X 16"	1	1
18	118	FAN	16" X 16"	1	1
19	119	FAN	16" X 16"	1	1
20	120	FAN	16" X 16"	1	1

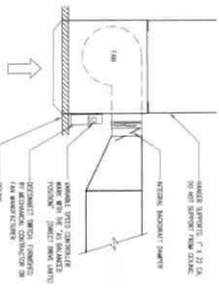
**AIR DISTRIBUTION DEVICE SCHEDULE**

DEVICE	ROOM	TYPE	SIZE	PHASE	STATUS
1	101	DIFFUSER	16" X 16"	1	1
2	102	DIFFUSER	16" X 16"	1	1
3	103	DIFFUSER	16" X 16"	1	1
4	104	DIFFUSER	16" X 16"	1	1
5	105	DIFFUSER	16" X 16"	1	1
6	106	DIFFUSER	16" X 16"	1	1
7	107	DIFFUSER	16" X 16"	1	1
8	108	DIFFUSER	16" X 16"	1	1
9	109	DIFFUSER	16" X 16"	1	1
10	110	DIFFUSER	16" X 16"	1	1
11	111	DIFFUSER	16" X 16"	1	1
12	112	DIFFUSER	16" X 16"	1	1
13	113	DIFFUSER	16" X 16"	1	1
14	114	DIFFUSER	16" X 16"	1	1
15	115	DIFFUSER	16" X 16"	1	1
16	116	DIFFUSER	16" X 16"	1	1
17	117	DIFFUSER	16" X 16"	1	1
18	118	DIFFUSER	16" X 16"	1	1
19	119	DIFFUSER	16" X 16"	1	1
20	120	DIFFUSER	16" X 16"	1	1

**HVAC CONTROLS SEQUENCE RTU-1 THRU 4.**

1. THE ROOM AIR HANDLING UNIT SHALL OPERATE IN ACCORDANCE WITH THE FOLLOWING SEQUENCE OF OPERATION:

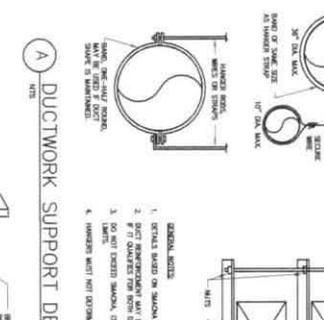
1. THE ROOM AIR HANDLING UNIT SHALL OPERATE IN ACCORDANCE WITH THE FOLLOWING SEQUENCE OF OPERATION:
2. DURING UNOCCUPIED HOURS, THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM TEMPERATURE AT A SETPOINT OF 75°F (24°C) DURING THE DAY AND 65°F (19°C) DURING THE NIGHT.
3. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM HUMIDITY AT A SETPOINT OF 50% RELATIVE HUMIDITY (RH) DURING THE DAY AND 45% RH DURING THE NIGHT.
4. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM CO2 LEVELS AT A SETPOINT OF 1000 PPM DURING THE DAY AND 800 PPM DURING THE NIGHT.
5. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR QUALITY (IAQ) AT A SETPOINT OF 0.05 CO2 EQUIVALENT (CO2E) DURING THE DAY AND 0.03 CO2E DURING THE NIGHT.
6. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FLOW RATE AT A SETPOINT OF 0.15 CFM/FT2 (0.003 m3/s/m2) DURING THE DAY AND 0.10 CFM/FT2 (0.002 m3/s/m2) DURING THE NIGHT.
7. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR PRESSURE AT A SETPOINT OF 0.05 INCHES WATER GAGE (IWG) DURING THE DAY AND 0.03 IWG DURING THE NIGHT.
8. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER EFFICIENCY AT A SETPOINT OF 99.97% DURING THE DAY AND 99.97% DURING THE NIGHT.
9. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER PRESSURE DROP AT A SETPOINT OF 0.5 INCHES WATER GAGE (IWG) DURING THE DAY AND 0.5 IWG DURING THE NIGHT.
10. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER LIFE AT A SETPOINT OF 100% DURING THE DAY AND 100% DURING THE NIGHT.
11. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE INTERVAL AT A SETPOINT OF 30 DAYS DURING THE DAY AND 30 DAYS DURING THE NIGHT.
12. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE COST AT A SETPOINT OF \$1000 DURING THE DAY AND \$1000 DURING THE NIGHT.
13. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE ENERGY CONSUMPTION AT A SETPOINT OF 1000 KWH DURING THE DAY AND 1000 KWH DURING THE NIGHT.
14. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE WATER CONSUMPTION AT A SETPOINT OF 1000 GALLONS DURING THE DAY AND 1000 GALLONS DURING THE NIGHT.
15. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE AIR CONSUMPTION AT A SETPOINT OF 1000 CUBIC FEET DURING THE DAY AND 1000 CUBIC FEET DURING THE NIGHT.
16. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE OIL CONSUMPTION AT A SETPOINT OF 1000 GALLONS DURING THE DAY AND 1000 GALLONS DURING THE NIGHT.
17. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE LABOR COST AT A SETPOINT OF 1000 HOURS DURING THE DAY AND 1000 HOURS DURING THE NIGHT.
18. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE TOTAL COST AT A SETPOINT OF 1000 DOLLARS DURING THE DAY AND 1000 DOLLARS DURING THE NIGHT.
19. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE EFFICIENCY AT A SETPOINT OF 99.97% DURING THE DAY AND 99.97% DURING THE NIGHT.
20. THE ROOM AIR HANDLING UNIT SHALL BE OPERATED THROUGH THE PROGRAMMABLE LOGIC CONTROLLER (PLC) TO MAINTAIN THE ROOM AIR FILTER CHANGE LIFE AT A SETPOINT OF 100% DURING THE DAY AND 100% DURING THE NIGHT.



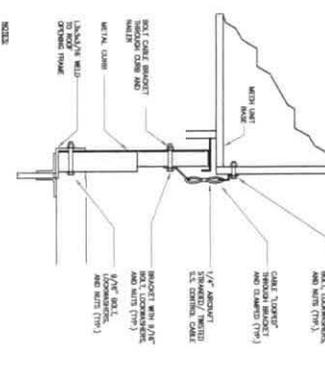
**C FAN DETAIL**

**DUCTWORK SUPPORT DETAIL**

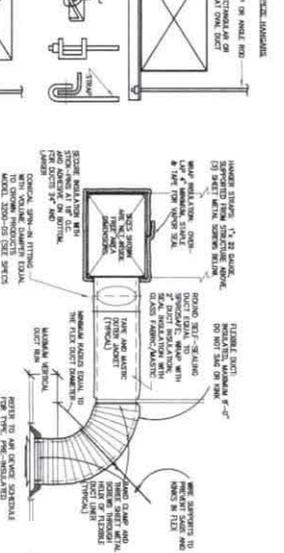
COMPONENT	ROOM	TYPE	SIZE	PHASE	STATUS
1	101	DUCT	16" X 16"	1	1
2	102	DUCT	16" X 16"	1	1
3	103	DUCT	16" X 16"	1	1
4	104	DUCT	16" X 16"	1	1
5	105	DUCT	16" X 16"	1	1
6	106	DUCT	16" X 16"	1	1
7	107	DUCT	16" X 16"	1	1
8	108	DUCT	16" X 16"	1	1
9	109	DUCT	16" X 16"	1	1
10	110	DUCT	16" X 16"	1	1
11	111	DUCT	16" X 16"	1	1
12	112	DUCT	16" X 16"	1	1
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14	114	DUCT	16" X 16"	1	1
15	115	DUCT	16" X 16"	1	1
16	116	DUCT	16" X 16"	1	1
17	117	DUCT	16" X 16"	1	1
18	118	DUCT	16" X 16"	1	1
19	119	DUCT	16" X 16"	1	1
20	120	DUCT	16" X 16"	1	1



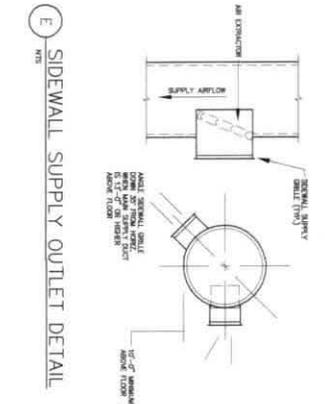
**A DUCTWORK SUPPORT DETAIL**



**D ROOFTOP UNIT CURB DETAIL**



**B CONCEALED DUCTWORK INSTALLATION DETAIL**



**E SIDEWALL SUPPLY OUTLET DETAIL**

J. HARDEN & ASSOCIATES, LLP  
 ENGINEERING CONSULTANTS  
 401 S. GARDNER ST.  
 JACKSONVILLE, FL 32202  
 TEL: 904.771.2200  
 FAX: 904.771.2201

**M201**

NO.	DATE	DESCRIPTION
1	11/22/20	PERMIT ISSUE
2	11/22/20	ISSUE / REVISION
3	11/22/20	DATE
4	11/22/20	SCALE
5	11/22/20	PROJECT
6	11/22/20	CLIENT
7	11/22/20	ARCHITECT
8	11/22/20	MECHANICAL ENGINEER
9	11/22/20	ELECTRICAL ENGINEER
10	11/22/20	PLUMBING ENGINEER
11	11/22/20	MECHANICAL CONTRACTOR
12	11/22/20	ELECTRICAL CONTRACTOR
13	11/22/20	PLUMBING CONTRACTOR
14	11/22/20	MECHANICAL SUBCONTRACTOR
15	11/22/20	ELECTRICAL SUBCONTRACTOR
16	11/22/20	PLUMBING SUBCONTRACTOR
17	11/22/20	MECHANICAL EQUIPMENT SUPPLIER
18	11/22/20	ELECTRICAL EQUIPMENT SUPPLIER
19	11/22/20	PLUMBING EQUIPMENT SUPPLIER
20	11/22/20	MECHANICAL CONTRACTOR

FORSYTH ST BREWERY BUILDING RENOVATION  
 3220 E. FORSYTH ST. JACKSONVILLE, FL



### LIGHTING FIXTURE SCHEDULE

TYPE	QUANTITY	MANUFACTURER AND MODEL NO.	VOLTS	WATTAGE	WATTAGE	REMARKS
1	1	RECESSED	120	15	150	
2	1	RECESSED	120	15	150	
3	1	RECESSED	120	15	150	
4	1	RECESSED	120	15	150	
5	1	RECESSED	120	15	150	
6	1	RECESSED	120	15	150	
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98	1	RECESSED	120	15	150	
99	1	RECESSED	120	15	150	
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- ### GENERAL NOTES
1. THE ELECTRICAL CONTRACTOR SHALL VERIFY AND VERIFY ALL REQUIRED CODES TO PROVIDE A COMPLETE ELECTRICAL INSTALLATION WITH ALL EQUIPMENT IN ACCORDANCE WITH THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS.
  2. THE ELECTRICAL CONTRACTOR SHALL VERIFY THE SIZE AND EXACT ALL CONDUIT SIZES AND TYPES AND THE TYPE OF SUBCONTRACTOR OR SUB CONTRACTOR SHALL BE COMPLETED IN ACCORDANCE WITH THE ELECTRICAL CODES.
  3. ALL ELECTRICAL WORK SHALL BE PERFORMED IN ACCORDANCE WITH THE NEC AND ALL STATE AND LOCAL CODES.
  4. THE ELECTRICAL CONTRACTOR SHALL VERIFY ALL VOLTAGE, PHASES, AND PHASES PERFORMING TO THE ELECTRICAL CODES.
  5. THE ELECTRICAL CONTRACTOR SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  6. ALL ELECTRICAL WORK AND MATERIAL SHALL BE GUARANTEED FOR A PERIOD OF ONE YEAR FROM DATE OF ACCEPTANCE BY THE OWNER.
  7. THE ELECTRICAL CONTRACTOR SHALL VERIFY THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  8. THE ELECTRICAL CONTRACTOR SHALL PROVIDE TEMPORARY CONNECTIONS FOR ALL WORKS TO RETURN TO ORIGINAL CONDITION FOR ALL WORKS FOR EXISTING CONDITIONS.
  9. PROVIDE A NEW MANUAL WALKWAY FROM EXISTING TO EXISTING WITH 2" AND 1/2" ALUMINUM GRATE.
  10. PROVIDE ALL ELECTRICAL WORK WITH THE VMC CONNECTION IN GENERAL, THE ELECTRICAL CONTRACTOR SHALL VERIFY THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  11. PROVIDE ALL ELECTRICAL CONNECTIONS WITH THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  12. PROVIDE ALL ELECTRICAL CONNECTIONS WITH THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  13. PROVIDE ALL ELECTRICAL CONNECTIONS WITH THE ELECTRICAL CODES AND ALL OTHER SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE FULL COMPLIANCE OF ALL WORK AND THE WORK OF THE ELECTRICAL CONTRACTOR AND ALL OTHER SUBCONTRACTORS.
  14. CONTRACTOR SHALL LABEL ALL PANELS AND PROVIDE MAINTENANCE DRAWINGS AT THE END OF THE PROJECT.
  15. REPORT EXISTING PANELS, WIRING, RECEPTACLES, ETC. AS REQUIRED DURING CONSTRUCTION.

### ADMINISTRATIVE SCHEDULE

NO.	DESCRIPTION	DATE	STATUS
1	PERMIT APPLICATION	01/15/20	ISSUED
2	CONSTRUCTION START	02/01/20	STARTED
3	CONSTRUCTION COMPLETE	02/15/20	COMPLETED
4	FINAL INSPECTION	02/20/20	PENDING
5	PROJECT CLOSEOUT	03/01/20	PENDING

- ### LINE SUMMARY
- 1. WIRING - 3.500
  - 2. RECEPTACLES - 8.000
  - 3. LIGHT FIXTURES - 10.000
  - 4. CONDUIT - 15.000
  - 5. WIRING - 15.000
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  - 100. WIRING - 15.000

### PANEL A

NO.	DESCRIPTION	DATE	STATUS
1	PERMIT APPLICATION	01/15/20	ISSUED
2	CONSTRUCTION START	02/01/20	STARTED
3	CONSTRUCTION COMPLETE	02/15/20	COMPLETED
4	FINAL INSPECTION	02/20/20	PENDING
5	PROJECT CLOSEOUT	03/01/20	PENDING

### PANEL B

NO.	DESCRIPTION	DATE	STATUS
1	PERMIT APPLICATION	01/15/20	ISSUED
2	CONSTRUCTION START	02/01/20	STARTED
3	CONSTRUCTION COMPLETE	02/15/20	COMPLETED
4	FINAL INSPECTION	02/20/20	PENDING
5	PROJECT CLOSEOUT	03/01/20	PENDING

### PANEL C

NO.	DESCRIPTION	DATE	STATUS
1	PERMIT APPLICATION	01/15/20	ISSUED
2	CONSTRUCTION START	02/01/20	STARTED
3	CONSTRUCTION COMPLETE	02/15/20	COMPLETED
4	FINAL INSPECTION	02/20/20	PENDING
5	PROJECT CLOSEOUT	03/01/20	PENDING



260300 GENERAL REQUIREMENTS  
 INSTALLATION AND MATERIAL TO COMPLY WITH ALL APPLICABLE CODES AND STANDARDS, INCLUDING BUT NOT LIMITED TO 2014 NATIONAL ELECTRICAL CODE (NECA 701), NEC, THE PRACTITIONER CODE, AND LIFE SAFETY CODE (NFPA 101).

ELECTRICAL SUBCONTRACTOR TO COORDINATE ELECTRICAL WORK DEFINED WITHIN THE DOCUMENTS WITH ALL TRADES. PROVIDE ALL REQUIRED MATERIAL AND LABOR TO PROVIDE A COMPLETE AND FUNCTIONAL ELECTRICAL SYSTEM AND COMPONENTS.  
 PREPARE AND SUBMIT COMPLETE RED-LINE MARK-UPS AS RECORD DRAWINGS DEFINING ALL MODIFICATIONS MADE DURING CONSTRUCTION. RECORD DRAWING RED-LINE MARK-UPS SHALL BE SUBMITTED FOR ALL 2 INCH AND SMALLER CONDUIT DEVIATIONS THAT ARE INSTALLED CONFORMED.

PREPARE CONCEPTS AND ARCHITECTURAL AND STRUCTURAL DRAWINGS. TAKE PRECEDENCE OVER ELECTRICAL DRAWINGS FOR BUILDING CONSTRUCTION. DIMENSIONS AND SPECIFIC LOCATIONS. ELECTRICAL DRAWINGS ARE SUPPLEMENTARY AND SHALL NOT BE USED TO DETERMINE DIMENSIONS AND GENERAL ORIENTATION. REFER TO DETAILS, GENERAL CONTRACTOR FOR ALL EXPOSED CONDUIT FINISH IN OCCUPIED SPACES BEFORE INSTALLATION.

PROVIDE PRESCRIPTION AT ALL ELECTRICAL PENETRATIONS OF FIBER BATED WALL/FLOORS INDICATED ON ARCHITECTURAL DRAWINGS. EQUAL TO THE FIRE-RATING OF WALL/FLOOR PENETRATED, AND IN ACCORDANCE WITH UI DETAILS.  
 AT COMPLETION OF PROJECT AND PRIOR TO SUBMITTING FOR FINAL PAYMENT, SUBMIT AND RECEIVE APPROVAL OF RECORD DOCUMENTS AND 2 COPIES OF OPERATOR/ MAINTENANCE MANUALS.  
 PROVIDE A 1 YEAR WARRANTY ON ENTIRE ELECTRICAL INSTALLATION.

260524 GROUNDING  
 PROVIDE A GROUNDING SYSTEM AS DETAILED ON THE DRAWINGS AND AS DEFINED IN ARTICLE 250 OF NEC.  
 USE WELDED COPPER OR COPPER CLAD.

260529 HANGERS AND SUPPORTS  
 PROVIDE SUPPORTS 1/4 INCH ALL-THREAD RODS (MINIMUM)  
 IN STUD/TUBED WALLS AND ON WALLS. ONE-HOLE STRAPS AND/OR CADDY CLIPS.  
 BOXES IN STUD/TUBED WALLS. BAR SUPPORTS ATTACHED TO TWO STUDS.  
 PANELBOARDS: 6-1/4 INCH x 3 1/2 INCH MEDIUM-RISE HEAD ANCHORS (MINIMUM).

DO NOT USE WIRE, PREPARED STRAP MATERIAL OR TRIP WAYS FOR TEMPORARY OR PERMANENT SUPPORTS.  
 ATTACHMENT DEVICES, STRAP FOR THE MATERIAL THAT THEY ARE BEING USED IN, AND FOR THE LOADS BEING SPREAD.  
 IDENTIFICATION

LABEL ALL ELECTRICAL EQUIPMENT INCLUDING BUT NOT LIMITED TO PANELBOARDS, JUNCTION BOXES (LARGER THAN 3 INCHES SQUARE), ENCLOSURES, DISCONNECTS, AND SWITCHES WITH AN EMBOSSED THREE-LAYER LAMINATED MATERIAL. WHITE LETTERS ON A BLACK BACKGROUND. LETTER HEIGHT TO BE 1/2 INCH.  
 LABEL JUNCTION BOXES 5 INCHES SQUARE OR SMALLER WITH A PERMANENT MARKER ON THE COVER AND SIDE OR INTERIOR OF BOX.

WIRING

CONDUCTORS: COPPER, SOLID FOR 12 AND 10AWG, STRANDED FOR CONDUCTORS 8 AWG AND LARGER.  
 INSULATOR: THIN/TANK.

MINIMUM CONDUCTOR SIZE: 120V AND HIGHER - 12AWG, 100V AND LESS - AS RECOMMENDED BY THE SYSTEM MANUFACTURER, FOR CIRCUIT AND CONDUCTOR LENGTH. NEUTRAL AND GROUND CONDUCTORS 5 AWG AND SMALLER TO HAVE CONTINUOUS COLOR CODED INSULATION.

260533 CONDUIT

MINIMUM SIZE: 1/2 INCH

BELOW GRADE AND IN FLOOR SLABS ON GRADE: SCHEDULE 40 PVC.

WET LOCATIONS AND EXTERIOR: RIBBON STEEL CONDUIT.

INTERIOR DRY LOCATIONS: EMT WITH SET SCREW OR COMPRESSION FITTINGS OR EMT.

VIBRATION ISOLATION AND MOTORS: INTERIOR - FIBERGLASS WIRE CONDUIT, 3 FEET MAXIMUM LENGTH; EXTERIOR - LIQUID TIGHT FLEXIBLE WIRE CONDUIT, 3 FEET MAXIMUM LENGTH.

CONDUIT: INSTALLED CONCEALED WHEREVER POSSIBLE, EXCEPT EXPOSED CONDUIT MAY BE INSTALLED IN UNOCCUPIED SPACES SUCH AS MECHANICAL AND ELECTRICAL ROOMS.

BOXES

CODE GRADE STEEL

BOXES: MINIMUM OF 4 INCH SQUARE OR OCCASION WITH PLASTER OR TILE RING. DAMAGED OR HANGY BOXES NOT TO BE USED.  
 SURFACE MOUNTED DEVICE BOXES: FD OR FSD WALLMOUNT IRON WITH THREADED HUBS.

262276 WIRING DEVICES

RECEPTACLES: DUPLEX, 20 AMP, 125 VOLT, NEMA 5-20R, WHITE, SPECIFICATION GRADE.

SPECIALTY RECEPTACLES CONFIGURATION AS SHOWN ON PLANS, WHITE (WHERE AVAILABLE).

SWITCHES: 20 AMP, 120 VOLT, DUAL TYLE, CONFIGURATION AS SHOWN ON PLANS, WHITE, SPECIFICATION GRADE.

DIAGNOSIS: SLEEK TYPE, SMOOTH COVER PLATE (NO EXPOSED FINIS), RATED FOR LOAD TYPE AND AMOUNT OF LOAD, WHITE SLEEK AND TANK.

DEVICE PLATES: SMOOTH, PLASTIC, WHITE, STANDARD SIZE.

INSTALL DEVICE PLATES ON ALL BOXES.

SURFACE MOUNTED DEVICE BOXES: WALLMOUNT IRON PLATE DESIGNED FOR THE INSTALLED DEVICE.

WEATHERPROOF/EXTERIOR PLATES: APPROVED FOR THE PURPOSE.

EQUIPMENT WIRING

COORDINATE WITH HVAC SUBCONTRACTOR, PLUMBING SUBCONTRACTOR, AND GENERAL CONTRACTOR TO PROVIDE ELECTRICAL CONNECTIONS FOR ALL EQUIPMENT.

ENCLOSED CIRCUIT BREAKERS AND DISCONNECT SWITCHES

ENCLOSURES: NEMA 1, EXTERIOR - NEMA 3R.

RATING: HEAVY DUTY.

SIZE AND TYPE: AS INDICATED ON THE DRAWINGS.

265113 LIGHTING

LUMINAIRES: EQUAL IN FUNCTION AND DESIGN TO PRODUCTS INDICATED IN LUMINAIRE SCHEDULES. FACTORY INSTALLED 90 MINUTE RATED, MINIMUM 1100 LUMENS RATED.

TEST SWITCH AND INDICATOR: 5 YEAR WARRANTY.

SUPPORT LUMINAIRES INSTALLED IN CEILING INDEPENDENTLY FROM THE CEILING GRID.

FORSYTH ST BREWERY  
 BUILDING RENOVATION

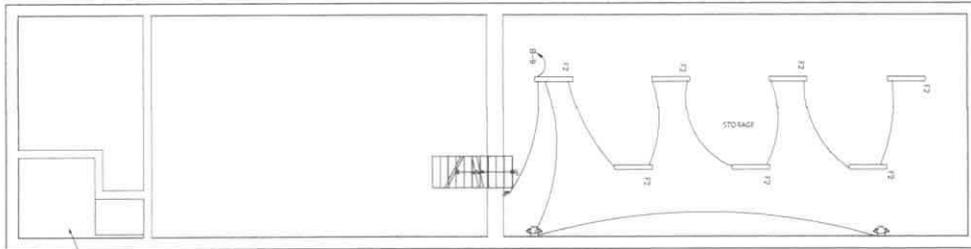


228 S FORSYTH ST JACKSONVILLE, FL 32202

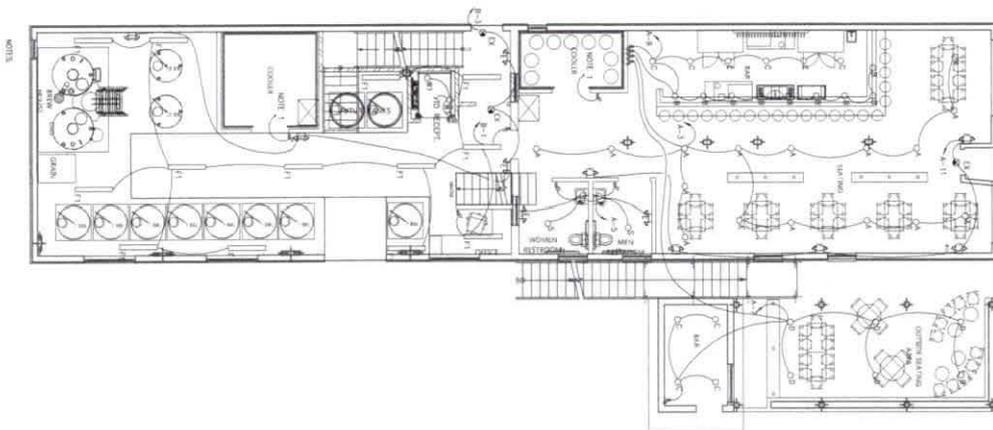
DATE	ISSUE / REVISION
01.22.20	PERMIT REVIEW ISSUE
01.14.20	REVIEW ISSUE

ELECTRICAL SPECIFICATION  
 E102

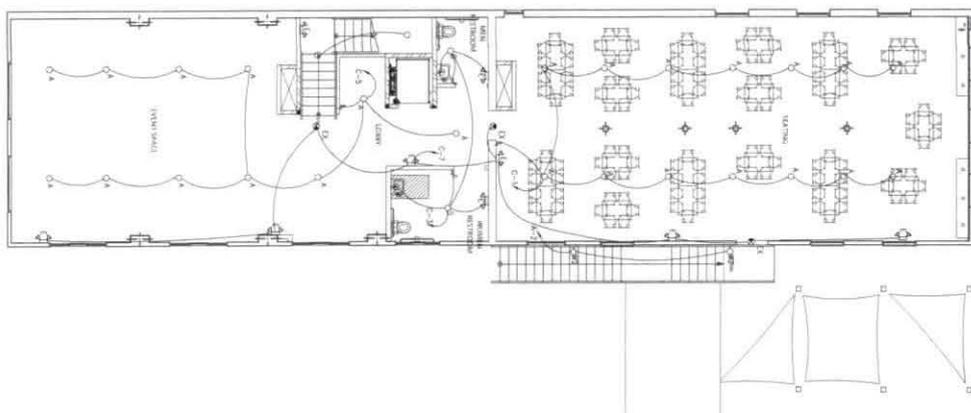
BASEMENT PLAN  
SCALE: 3/8" = 1'-0"



FIRST FLOOR PLAN  
SCALE: 3/8" = 1'-0"



SECOND FLOOR PLAN  
SCALE: 3/8" = 1'-0"



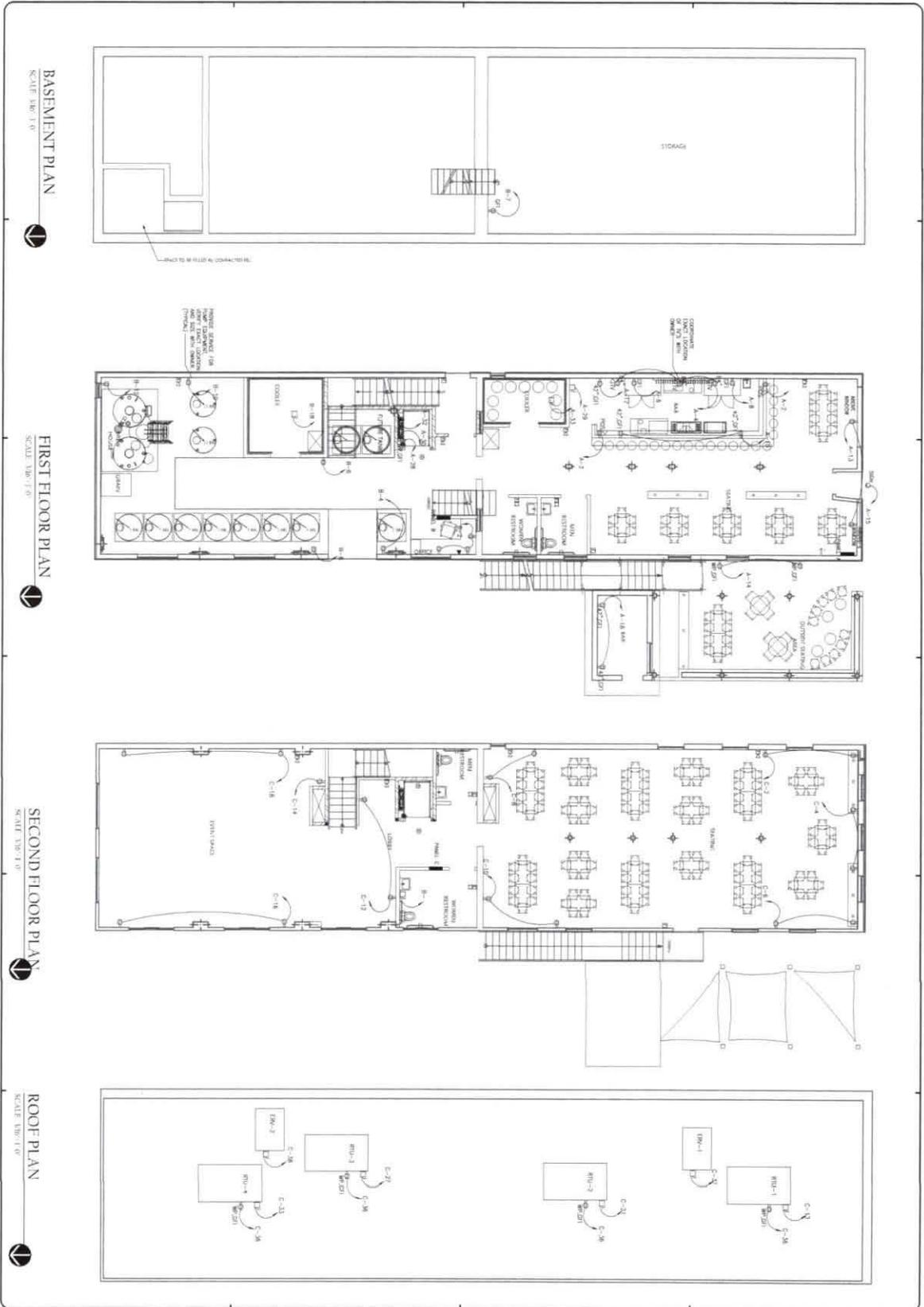
E201  
LIGHTING  
PLANS

DATE	ISSUE / REVISION
01-22-20	PERMIT REVIEW ISSUE
03-14-20	REVIEW ISSUE

DR. UNIVERSITY  
TUM TUM  
IN FRONT

FORSYTH ST BREWERY  
BUILDING RENOVATION  
328 E FORSYTH ST - JACKSONVILLE, FL 32202

**ZON**Architecture  
Distinctive Architecture - Planning & Design  
300 WILSON ROAD, JACKSONVILLE, FL 32202  
904.960.7700 / 904.960.7701 / 904.960.7702



BASMENT PLAN  
SCALE 1/8" = 1'-0"

FIRST FLOOR PLAN  
SCALE 1/8" = 1'-0"

SECOND FLOOR PLAN  
SCALE 1/8" = 1'-0"

ROOF PLAN  
SCALE 1/8" = 1'-0"

POWER PLANS  
E202

DATE	ISSUE / REVISION
01.22.20	PERMIT REVIEW ISSUE
01.14.20	REVIEW ISSUE

DESIGNED BY  
DRAWN BY

FORSYTH ST BREWERY  
BUILDING RENOVATION  
228 E FORSYTH ST - JACKSONVILLE, FL 32202

**ZON Architecture**  
 Dielbrecht Architecture, Planning & Design  
300 W. PARKWAY, SUITE 100, JACKSONVILLE, FL 32202  
 TEL: 904.779.8888 | WWW.ZONARCHITECTURE.COM

**GENERAL PLUMBING NOTES**

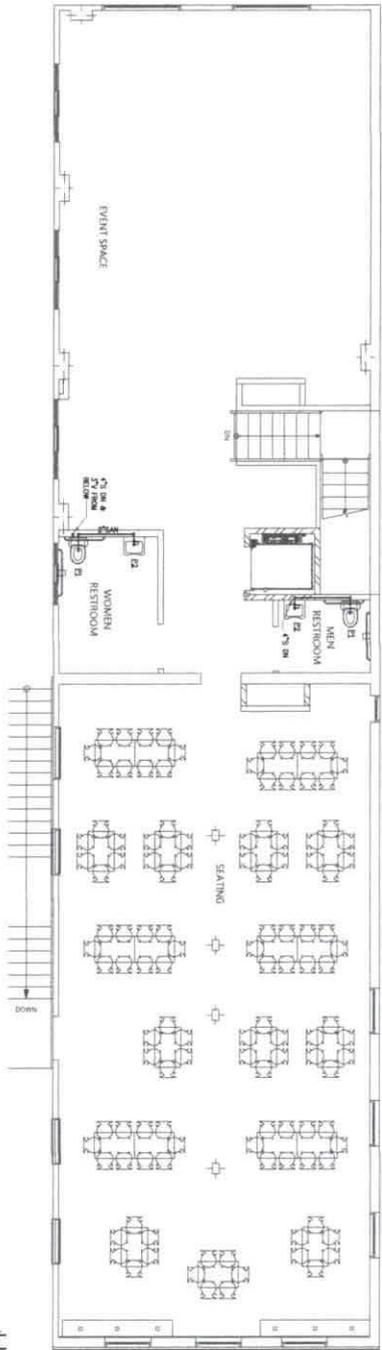
- IN THE PREPARATION OF THESE PLANS, THE CONTRACTOR HAS USED CERTAIN ABBREVIATIONS, CONVENTIONS, AND SYMBOLS THE MEANING OF WHICH ARE EXPLAINED AND DEFINED WITHIN THE LEGEND.
- PLANS ARE EXAMINING ONLY. THEY ARE INTENDED TO PROVIDE INFORMATION TO THE CONTRACTOR AND OWNER. APPROVED CONTRACTORS SHALL BE RESPONSIBLE FOR THE FACTUAL AND TECHNICAL ACCURACY OF THE INFORMATION AND SHALL BE RESPONSIBLE FOR THE PROTECTION OF THE WORK NOT BEING FIELD.
- CONTRACTOR SHALL BE RESPONSIBLE TO NOTIFY THE ARCHITECT IMMEDIATELY UPON DISCOVERY OF ANY DISCREPANCY OR CONFLICT WITH ANY ARCHITECTURAL PLANS AND FIELD CONDITIONS.
- VERIFY ALL DIMENSIONS FROM ARCHITECTURAL PLANS AND FIELD CONDITIONS.
- ALL RISERS AND SPINS IN PIPING ARE NOT NECESSARY UNLESS SPECIFICALLY NOTED ON EACH WATER CONNECTION.
- PROVIDE ALL STRUCTURAL MEMBERS, SUPPORT BRACKETS, HANGERS, HARDWARE, ETC. REQUIRED TO INSTALL A COMPLETE PLUMBING SYSTEM.
- PROVIDE COMPLETE PLUMBING INSTALLATION PLANS AT ALL EXPOSED WALL PENETRATIONS AND GAS PENETRATIONS.
- OWNER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND ACCESS PANELS FOR ALL SHUT-OFF VALVES LOCATED OUTSIDE OF THE BUILDING.
- ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE 2018 INTERNATIONAL PLUMBING AND MECHANICAL CODE.

**PLUMBING LEGEND**

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NOT FOR CONSTRUCTION

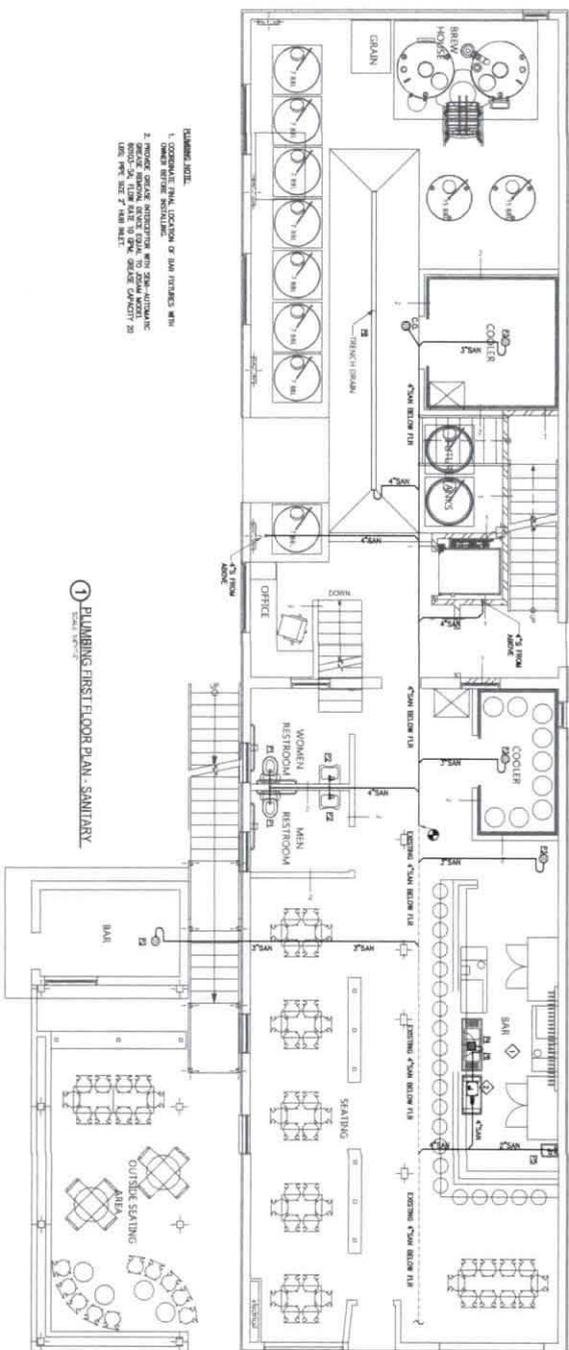
2 PLUMBING SECOND FLOOR PLAN - SANITARY



J. HARDEN & ASSOCIATES, L.L.C.  
ENGINEERING CONSULTANTS  
191 S.W. 47th ST.  
MIAMI, FL 33149

FILED: jmharden@earthlink.net

1 PLUMBING FIRST FLOOR PLAN - SANITARY



- PLUMBING NOTE:
1. CORRELATE FINAL LOCATION OF SAN FIXTURES WITH OWNER BEFORE INSTALLING.
  2. PROVIDE GRADE INFORMATION WITH SANITARY WORK. 24" FROM FLOOR TO THE CENTER OF THE SANITARY LINE. 18" FROM THE TOP OF THE SANITARY LINE TO THE CENTER OF THE SANITARY LINE.

PLUMBING	19101
FIRST AND	
FLOOR PLAN -	
SANITARY	

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION

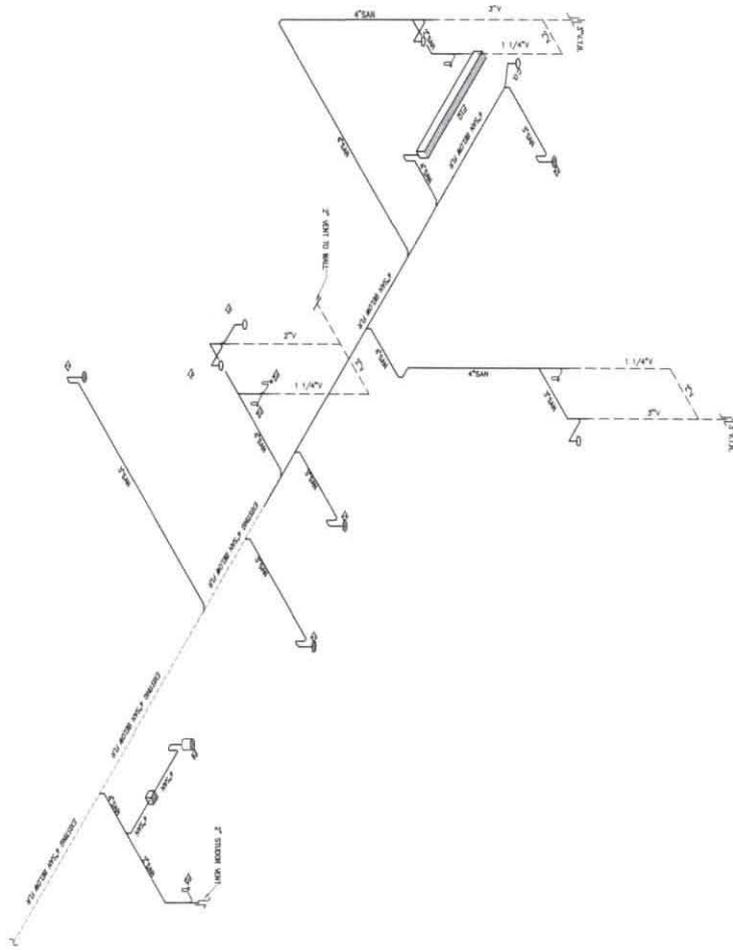
FORSYTH ST BREWERY  
BUILDING RENOVATION

JAZZA & FORSYTH ST JACKSONVILLE FL

**ZON Architecture**  
Distinctive Architecture, Planning & Design  
200 SW 10th St. Jacksonville, FL 32202  
Tel: 904.779.4444 | www.zonarch.com



NOT FOR CONSTRUCTION



① PLUMBING WASTE / VENT RISER DIAGRAM

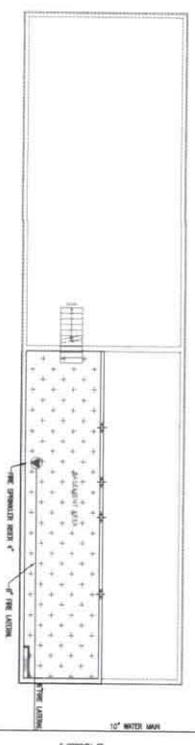
J. HARRIS & ASSOCIATES, LLC  
 ENGINEERING CONSULTANTS  
 141 S.W. 47th ST.  
 MIAMI, FL 33149

PLUMBING  
 WASTE / VENT  
 RISER  
 DIAGRAM  
 P301

DATE	ISSUE / REVISION	DATE	ISSUE / REVISION

FORSYTH ST BREWERY  
 BUILDING RENOVATION  
 1428 S. FORSYTH ST. JACKSONVILLE, FL

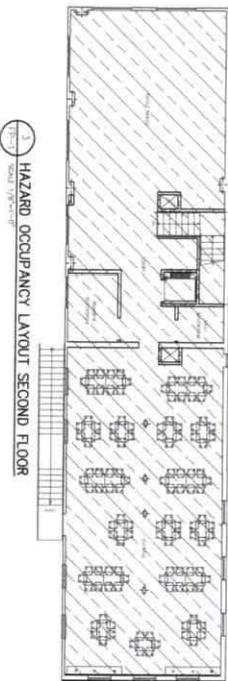
**ZONArchitecture**  
 Distinctive Architecture, Planning & Design  
 1000 UNIVERSITY BLVD. SUITE 100 JACKSONVILLE, FL 32202  
 TEL: 904.731.1234 FAX: 904.731.1235



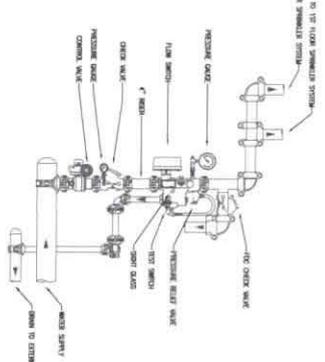
1 HAZARD OCCUPANCY LAYOUT BASEMENT



2 HAZARD OCCUPANCY LAYOUT FIRST FLOOR



3 HAZARD OCCUPANCY LAYOUT SECOND FLOOR



4 FIRE SPRINKLER RISER DETAIL

**SECTION 9105-32 FIRE PROTECTION CRITERIA**

**SECTION 9105-32 FIRE PROTECTION CRITERIA**

**1.0 GENERAL REQUIREMENTS**

The project shall be the construction of a fire protection system for the building. The system shall be designed and installed in accordance with the requirements of the International Building Code (IBC) and the National Fire Protection Association (NFPA) standards. The system shall be designed to protect the building and its contents from fire damage.

**2.0 MATERIALS AND METHODS**

The materials and methods used in the construction of the fire protection system shall be in accordance with the requirements of the International Building Code (IBC) and the National Fire Protection Association (NFPA) standards. The materials shall be of the highest quality and shall be tested and approved for use in fire protection systems.

**3.0 DESIGN AND INSTALLATION**

The fire protection system shall be designed and installed in accordance with the requirements of the International Building Code (IBC) and the National Fire Protection Association (NFPA) standards. The system shall be designed to protect the building and its contents from fire damage. The system shall be installed in accordance with the requirements of the International Building Code (IBC) and the National Fire Protection Association (NFPA) standards.

**4.0 TESTING AND COMMISSIONING**

The fire protection system shall be tested and commissioned in accordance with the requirements of the International Building Code (IBC) and the National Fire Protection Association (NFPA) standards. The system shall be tested and commissioned before the building is occupied.

**HAZARD CLASSIFICATIONS**

HAZARD CLASSIFICATION	HAZARD CLASSIFICATION	HAZARD CLASSIFICATION
HAZARD CLASSIFICATION	HAZARD CLASSIFICATION	HAZARD CLASSIFICATION
HAZARD CLASSIFICATION	HAZARD CLASSIFICATION	HAZARD CLASSIFICATION

**SPRINKLER DESIGN CRITERIA**

HAZARD CLASSIFICATION	DESIGN CRITERIA	DESIGN CRITERIA
HAZARD CLASSIFICATION	DESIGN CRITERIA	DESIGN CRITERIA
HAZARD CLASSIFICATION	DESIGN CRITERIA	DESIGN CRITERIA

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SPRINKLER  
 ENGINEERING  
 CONSULTANTS  
 SHEET

FORSYTH ST BREWERY  
 BUILDING RENOVATION  
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 EMAIL: zona@zona.com

DATE: 11/22/20  
 PERMIT: 1055-2  
 ISSUE: REVISION

NO.	DATE	DESCRIPTION

**Retail Enhancement Grant**

- Restaurant, retail, creative office space in the Northbank Core Retail Enhancement Area?
- Consistent with the Downtown Master Plan?
- Consistent with the Downtown Overlay Zone?
- Used to retain an existing business or attract a new business?
- Expand the ad valorem by stimulating investment in older, Downtown properties?
- Expand state and local sales tax base by increasing sales for new and existing shops?
- Decrease renovation costs incurred for modernizing retail space in older, commercial properties?
- Improve the interior appearance and utility of street level storefronts?
- Apply with all applicable city codes, and ordinances, DDRB guidelines?
- Plans and specs approved by DIA?
- Work completed within 6 months from date of permitting?
- All permits obtained as required by COJ Planning Department, Development Services Division?
- Property owner applicant willing to execute a forgivable promissory note and subordinate mortgage?
- Property owner/tenant co-applicant willing to execute a forgivable promissory note and subordinate mortgage?
- Tenant applicant willing to execute a forgivable promissory note and personal guarantee?
- Are funds being used for remodeling, renovation, rehabilitation, installation, or additions to the interior or exterior of the commercial building? (Not maintenance and repair.)
- Does the renovation project cost exceed \$10,000?
- Is the award capped at \$20 sf, and not more than 50% of the total construction costs?
- Does the proposed use create or retain a minimum of 2 or more FTE for a period of 5 years?
- Is the applicant relocating from one downtown space to another downtown space? If so under what terms or conditions?
- Is the proposal for construction of a new building?

Y
Y
Y
Y
Y
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Y
Y
TBD
Y
Y
TBD
Y
N
N
N

Is the proposal for adult entertainment, single serve package store, B2B, non-profit, or government agency?

**Eligible fund uses include:**

- Interior demolition or site preparation costs as part of a comprehensive renovation project.
- Permanent building improvements, which are likely to have universal functionality. Items including but not necessarily limited to demising walls, exterior lighting, code compliant restrooms, electrical wiring to the panel, HVAC systems.
- Improvements to meet Fire and Life Safety codes and/or Americans with Disabilities Act requirements.
- Exterior improvements including signs, painting, or other improvements to the outside of a building.
- Sanitary sewer improvements.
- Grease traps.
- Elevator Installation which services the retail.

Y
Y
Y
Y
Y
N
Y

**Ineligible uses include:**

- Temporary or movable cubicles or partitions to subdivide space.
- Office equipment including computers, telephones, copy machines, and other similar items.
- Renovating space on a speculative basis to help attract new tenants. (Note: This provision can be waived pursuant to the recommendation of the Program review committee and approval by the DIA Governing Board).
- Moving expenses.
- Working capital.

N
N
N
N
N

**Does the application include:**

- A copy of the property tax bill or deed to confirm ownership of the property?
- A legally valid and binding new lease for a period of at least five years with use restricted to an allowable retail use?
- If the tenant is paying for the improvements, the lease must provide for a minimum of free rent, discounted rent, or equivalent thereof in lieu of the property owner having to share the cost of the improvements.
- A detailed written description and scaled elevation drawing depicting the size, dimension, and location of the improvements and modifications, with samples when applicable?

Y
Y
N
Y

A legally binding agreement with a licensed and qualified contractor?  
 Unless the property owner is the applicant, a notarized statement from the property owner authorizing the construction and improvements?  
 Evidence that the applicant is prepared to do business by including with the application the following required items:

Y
Y

- o Business Plan to include:
  - § Concept and target market
  - § Advertising/marketing plan
  - § Source of cash/capital and cash flow analysis
  - § Summary of management team’s skills and experience
  - § Number of job positions created
- o Three-year projected operating pro-forma
- o Design for the storefront and interior
- o Plan for merchandising (inventory levels, brands)
- o Minimum one-year corporate (as to a property owner applicant) and three year’s personal tax returns (as to a tenant applicant) (exceptions will be considered for start-ups to accept three year’s personal tax returns).

Y
Y
Y
Y
Y
Y
Y
Y
Y
Y

**Evaluation Criteria:**

Does the proposal include reuse, rehabilitate or restore historic architectural elements to retain the charm and character of older buildings and incorporate design principles sensitive to neighboring building structures?  
 Does the business plan adequately evaluate and support the feasibility of the proposal in each of the following areas?

Y
---

- Financial feasibility
- Product and market research
- Growth potential
- Job creation
- Financial need or gap financing analysis

Y
Y
Y
Y
Y

**The Project Evaluation Criteria and allocated points are listed below:**

1. Business Plan (see point breakdown below) – (up to 30 points)
  - § Plan shows good short-term profit potential and contains realistic financial projections (up to 5 points) 5 Points
  - § Plan shows how the business will target a clearly defined market and its competitive edge (up to 10 points) 10 Points
  - § Plan shows that the management team has the skills and experience to make the business successful (up to 5 points) 5 Points
  - § Plan shows that the entrepreneur has made or will make a personal (equity) investment in the business venture (up to 5 points) 5 Points
  - § Number of job positions created in excess of the required two (2) positions (up to 5 points) 5 Points
- 2.(a) Expansion of the local property tax base by stimulating new investment in older, Downtown properties (up to 5 points) 5 points
- 2.(b) Expansion of the local property tax base by stimulating new investment in older, Downtown properties (If the property is a historic property – maximum of 5 additional points) 5 points
3. Expansion of the state and local sales tax base by increasing sales for new or existing shops (up to 5 points) 5 Points

4
9
5
4
5
4
4
5

<b>Total Points</b>	<b>40</b>
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**Review and Award Procedure**

1. Applicant complete and submit application form with all required supporting documents to the DIA CEO. Processing of the application will not commence until the application is deemed complete.
2. Applicant schedules a meeting with DIA staff to review the project.
3. DIA staff will review the project and provide comments to the applicant relating to any application requirement deficiencies.

Date

4. If the application requirements have been met, the DIA staff, including the DIA CEO, will evaluate the project utilizing the Project Evaluation Criteria and present the application, project budget, and recommended Grant amount to the Retail Enhancement Review Committee for review and approval.

5. If the application and Grant amount is approved by the Retail Enhancement Review Committee, the committee will recommend that the application move forward for consideration by the DIA Board at the next regularly scheduled Board meeting.

6. DIA Board approves, modifies, or rejects Retail Enhancement Review Committee's recommendation. If approved or modified, DIA staff is directed to work with the Office of General Counsel to prepare a grant agreement, utilizing the form approved by the DIA, and other applicable security documents for signature by the applicant. The agreement shall identify the approved scope of work and amount of the Grant.

7. Applicant or contractor(s) must secure a building permit and approval from the Downtown Design Review Board for the complete scope of work, and contractors must be registered with the City.

8. Upon completion of the project and final approvals of all required inspections, the applicant may request reimbursement of eligible expenses. Reimbursement for improvements will require proof of payment (lien waivers, contractor affidavit).

9. A request for reimbursement payment in accordance with the approved disbursement schedule or upon completion of the project and final inspection and acceptance by the DIA a one-time lump sum payment will be submitted to the DIA staff for approval. The payment request will be processed within thirty (30) business days from receipt.