

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, February 13, 2025,
commencing at 2:00 p.m., at City Hall at St. James,
117 West Duval Street, Lynwood Roberts Room,
Jacksonville, Florida, before Diane M. Tropa, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

LINZEE OTT, Chair.
JOANA BERLING, Vice Chair.
CARL DAWSON, Secretary.
MATT BROCKELMAN, Board Member
KEVIN CRAIG, Board Member.
PETER DEIULIIS, Board Member.
FREDERICK JONES, Board Member.
JOSEPH LORETTA, Board Member.

ALSO PRESENT:

GUY PAROLA, DIA, Operations Manager.
TERRENCE HARVEY, Office of General Counsel.
BRETT JAMES, Director, Planning & Development Dept.
CHRIS MILLER, City Council Member/Liaison.
AVA HILL, DIA, Administrative Assistant.

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1 BOARD MEMBER JONES: Fred Jones, board
2 member.
3 BOARD MEMBER CRAIG: Kevin Craig, board
4 member.
5 MR. PAROLA: Guy Parola, staff.
6 THE CHAIRWOMAN: Thanks, y'all.
7 Okay. We are going to go ahead and start
8 with the approval of the January DDRB minutes,
9 if everybody's had a chance to review those.
10 If there are no amendments --
11 BOARD MEMBERS: (No response.)
12 THE CHAIRWOMAN: Seeing none, I'll
13 entertain a motion.
14 BOARD MEMBER BROCKELMAN: Move approval.
15 THE CHAIRWOMAN: Second?
16 BOARD MEMBER JONES: Second.
17 THE CHAIRWOMAN: Thank you, Fred.
18 All those in favor of approving the
19 minutes, signify by saying aye.
20 BOARD MEMBERS: Aye.
21 THE CHAIRWOMAN: Any opposed?
22 BOARD MEMBERS: (No response.)
23 THE CHAIRWOMAN: Excellent. Thank you
24 all.
25 Moving on to Form 8B voting conflict
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1 P R O C E E D I N G S
February 13, 2025 2:00 p.m.

2 - - -
3 THE CHAIRWOMAN: All right. Ladies and
4 gentlemen, we are going to get started on time
5 today, right on the dot at 2:00 p.m.
6 I'll call the February 13, 2025, DDRB
7 meeting to order.
8 We are going to start off with
9 introductions.
10 Terrence, do you mind if I start with you?
11 MR. HARVEY: Terrence Harvey, Office of
12 General Counsel.
13 MR. JAMES: Brett James, director or
14 Planning and Development.
15 BOARD MEMBER DAWSON: Carl Dawson,
16 secretary.
17 BOARD MEMBER BERLING: Joana Berling, vice
18 chair.
19 THE CHAIRWOMAN: Linzee Ott, chair.
20 BOARD MEMBER LORETTA: Joe Loretta, board
21 member.
22 BOARD MEMBER DEIULIIS: Pete Deiuliis,
23 board member.
24 BOARD MEMBER BROCKELMAN: Matt Brockelman,
25 board member.

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1 disclosures, I didn't see any registered.
2 Does anybody have anything to add?
3 BOARD MEMBER LORETTA: Yes. Sorry, I do
4 have a voting conflict with 2020-012, The Hub.
5 Our firm is providing the engineering design
6 for the project.
7 THE CHAIRWOMAN: And you confirm,
8 Mr. Loretta, you will get that filed?
9 BOARD MEMBER LORETTA: Yeah.
10 THE CHAIRWOMAN: Okay. Thank you so much.
11 All right. Any others?
12 BOARD MEMBERS: (No response.)
13 THE CHAIRWOMAN: Seeing none, we will move
14 to Item C, DDRB application 2020-012 for
15 Brooklyn Yard, now known as The Hub. This is
16 an amendment to a final plan, so I'll go ahead
17 and open the public hearing on that item, and
18 we'll hear a staff report, please.
19 MR. PAROLA: Thank you, Madam Chair.
20 I'm going to probably just read verbatim
21 from -- I've got a couple of slides. I
22 understand several people have some pressing
23 engagements, so I'll try to be quick.
24 DDRB 2020-012, The Hub, used to be called
25 Brooklyn Yard, this is an amendment to a final
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1 order.

2 Next slide, please.

3 For those who weren't around when this
4 went through four or five years ago, it's
5 located at Forest and Riverside, right there in
6 the heart of Brooklyn.

7 Next slide, please.

8 So I'll give a little background on this.

9 In August of 2020, The Hub, then known as
10 Brooklyn Yard, received conceptual approval by
11 DDRB. It had three conditions. I don't need
12 to read the three conditions because the
13 salient point is on the next slide.

14 The salient point is they met all their
15 conditions, and at final approval they received
16 approval without any further conditions or
17 recommendations.

18 Slide, please.

19 In February of 2021, the developer applied
20 for civil plan review, which in October of that
21 year they were granted. Then in January of
22 2023, we start seeing building permits.

23 In October of 2024 -- sorry about the
24 spelling there -- permit revisions are
25 submitted. We have now started reviewing the

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1 building permits and there are enough changes
2 to the materiality of the building that the
3 Ordinance Code guides us to what we call an
4 "amendment to final order." It also guides us
5 that your scope of review is focused on that,
6 right? We're not here to readjudicate the
7 landscape plan or anything like that.

8 Staff reviewed it for that, and we found
9 that it's consistent. What was supplied at
10 civil is basically what was approved.

11 So if we go a couple of slides -- how
12 about -- there we go.

13 So, basically, what we see is what the
14 site is, where it's located, what was approved
15 at final. So, really, I just want to give this
16 as sort of a context, okay, of --

17 Next slide.

18 And, by the way, there is so much more
19 details that we have agreed the applicant is
20 better to present on their own behalf.

21 This is what it looked like if you're at
22 the intersection of Forest and Riverside when
23 it was approved at final. So I think what to
24 absorb here is maybe the opacity of the site,
25 for want of a better term, okay? If we can

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1 absorb that for a second.

2 And we go to the next slide, we can see
3 that it opens up a lot either through increased
4 glazing or, you know, some -- some other
5 shuffling around of things.

6 At this point, I think we'll let the
7 applicant talk about their design choices that
8 they made. And when they're done, we'll give
9 you our recommendation.

10 (Mr. Cronk approaches the podium.)

11 THE CHAIRWOMAN: Just, sir, a reminder to
12 please state your name and address for the
13 record.

14 MR. CRONK: Yes. Joe Cronk with
15 CD + Urban Studio, and the address is 1936
16 San Marco Boulevard, Jacksonville, Florida.

17 THE CHAIRWOMAN: Go ahead. The floor is
18 yours.

19 MR. CRONK: Thank you for the opportunity.

20 To kind of button this up, as Mr. Parola
21 said, it's been a long five years. We're
22 excited about it getting started.

23 You can see we've got tractors, we've got
24 things moving forward, so this gives us an
25 opportunity to kind of show y'all where we are,

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1 where our vision has changed a little bit --
2 and I think it's important -- and then, you
3 know, move forward.

4 So five years was a long time ago. Five
5 years in the Brooklyn neighborhood -- I think
6 we'd all agree, it's changed a lot, and for the
7 better, so we're excited to still be a part of
8 it.

9 One of the kind of foundational DNA
10 components of our project was to really capture
11 some of the existing fabric that -- that is in
12 Brooklyn that's getting lost. And we all know
13 we need progress, and we're a part of some of
14 that progress, but in this particular case,
15 this site allowed for that smaller building,
16 1940s, 1950s, 1960s type of architecture --
17 even earlier with the automobile buildings
18 too -- to kind of define what this neighborhood
19 is. And it's also really the last remaining
20 lot that -- on Riverside Avenue, that is in a
21 tall, glass building. So we said, this would
22 be a great opportunity to kind of be an oasis
23 in that glass and steel kind of environment.

24 Five years ago, you know, architecture was
25 different. I think things change. We've

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1 developed as a firm. We were looking -- going
2 towards a little bit of a -- of a shipping
3 container, glass -- you know, a very different
4 vibe.

5 Brooklyn has grown up since then, and I
6 think our whole perspective about the type of
7 tenants that we are, the type of restaurants
8 that are going in have really kind of elevated
9 the bar, so we thought that the architecture
10 needed to be elevated.

11 As Mr. Parola said, the footprint is the
12 same, the courtyards are the same, the
13 porosity -- good word; I'm going to use that --
14 will be the same.

15 One of the things that we did is we've
16 taken the fence that kind of wrapped the
17 property, and we want it to be engaging in all
18 directions. That's really kind of the idea of
19 The Hub. So, essentially, we went back and we
20 kind of dove into some of the old automobile
21 dealerships, some of the buildings that are
22 there -- I have some good photos, but I think
23 y'all have been around the neighborhood
24 enough -- and we've just simplified it.

25 We said, let's take out the shipping
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1 Mid-Century Modern, maybe a little bit of, you
2 know, our version of Deco here in North
3 Florida, but the same interactions to -- to the
4 sidewalks, the same multiple-venue kind of
5 approach to the space.

6 Next slide, please.

7 This is the Riverside elevation. So we
8 have kind of that small storefront for Southern
9 Grounds that's there. That's the original
10 proposed -- you see the fence on the left,
11 we've taken that out to kind of open it up.

12 We're big fans of -- and good neighbors to
13 (inaudible) and, you know, hopefully, that will
14 be a combined destination, so we're opening up
15 to them.

16 Next slide, please.

17 Again, that's where we are right now, so
18 the -- the tall building, it remains white.
19 What we've really done is kind of changed
20 the -- the palette of the lower buildings, more
21 storefront.

22 One of the things we did find out is we
23 had wood on that -- on the site that faced the
24 parking lot. That's a zero lot line. We
25 couldn't have any combustible material, so we

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1 container, let's take out the metal panels,
2 let's go more towards the white stucco, the
3 white block and let's get it back to a purer
4 canvas that the landscape, the artwork can
5 really do the talking, so --

6 Well, I'll quickly go through these
7 elevations. This was the Forest -- you know,
8 that's an important elevation. The hierarchy
9 of the buildings is -- is relatively the same.

10 One thing we did do is we slid that bar
11 building out, over. You know, we're going to
12 very quickly be dwarfed by buildings around us,
13 so we wanted to kind of fill the void a little
14 bit, but the general courtyards, everything is
15 the same. That slides over.

16 We went to white. We've increased the
17 amount of glass in some of the facades, toned
18 down the building layers, added a little bit
19 more sophisticated detail.

20 Next slide, please.

21 As you can see here -- so the same steel
22 as kind of a tertiary, interstitial connection
23 between a series of old buildings. It was the
24 old Packard dealership at one point, so we kind
25 of drew from some of that -- a little bit of

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1 had to -- that was a building plan review. So
2 we went back with a noncombustible -- but still
3 have the signage.

4 Next slide, please.

5 That is the parking lot elevation too.
6 (Inaudible.)

7 Next slide.

8 And you can see the massing, scale, order,
9 this kind of thing. It's just mainly different
10 materials and a little bit of articulation at
11 the roof plane.

12 Next slide.

13 (Council Member Miller enters the
14 proceedings.)

15 MR. CRONK: There, you can see, we've
16 really opened up that courtyard instead of the
17 fence, and we'll make that -- we're hoping to
18 eventually have a Phase 2 on the -- on the
19 piece of property that wraps around us, which I
20 think could be an exciting add to this. We'll
21 wait on that, but, essentially, we're opening
22 it up.

23 Next slide.

24 You know, one of the things we've wanted
25 to consider is -- we're -- this is a little bit

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1 of a cultural hub. It's kind of a design
 2 collaborative. We want to have multiple
 3 disciplines. We want to have opportunities for
 4 exhibits and art showings and that kind of
 5 thing, so we'd like to have the ability to
 6 consider that some of the facades -- not all of
 7 them, the key facade could be used for local
 8 artwork. We've done that in some of the
 9 other Southern Grounds, so we -- we did -- I
 10 think we have three facades that we would
 11 specifically target as opportunities. We hope
 12 that's, you know, something that y'all would
 13 consider.
 14 Next slide.
 15 As you can see -- and then we have one
 16 more facade that would --
 17 So, generally, you know, we've changed in
 18 five years. I think the neighborhood has
 19 changed in five years. We've elevated the
 20 product, and we want our building to -- you
 21 know, its message to reflect that.
 22 THE CHAIRWOMAN: Thank you, Mr. Cronk.
 23 I would just like to state for the record
 24 that Council Member Miller has joined us.
 25 All right. Any questions for the
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1 applicant at this juncture?
 2 We're going to throw it back to staff
 3 for -- to hear their recommendations and we can
 4 have some more time for questions and
 5 discussion, but any questions right now?
 6 BOARD MEMBERS: (No response.)
 7 THE CHAIRWOMAN: Okay. Great.
 8 Thank you.
 9 All right. Mr. Parola, back to you.
 10 MR. PAROLA: We recommend approval as
 11 resubmitted. And I'll give you a couple of
 12 our -- although we, obviously, really enjoyed
 13 the first design, we kind of feel -- especially
 14 when you get to the intersection of Riverside
 15 and Forest, and particularly maybe closer to
 16 the Riverside intersection, how it opens up a
 17 little bit now with the stairwell coming down.
 18 It really blurs the line between the public and
 19 the private realm, which we think is
 20 particularly important given its -- you know,
 21 the Emerald Trail, and then as we carry down
 22 into -- you know, I guess that's Gefen Park on
 23 the water there.
 24 So we really feel that's -- I don't know,
 25 we enjoy it, it meets the Ordinance Code, and
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1 we recommend approval.
 2 And we would also say that -- well, we
 3 understand the use of white, breaking that up,
 4 especially the large, expansive facades, with
 5 artwork -- especially artwork that maybe can
 6 revolve is a really cool thing to do with that
 7 building.
 8 THE CHAIRWOMAN: Okay. Any questions for
 9 staff at this time?
 10 BOARD MEMBERS: (No response.)
 11 THE CHAIRWOMAN: Great.
 12 Okay. We'll do public comment next.
 13 Ava, do we have any public comment cards
 14 on this item?
 15 MR. HILL: There are no public comment
 16 cards.
 17 THE CHAIRWOMAN: Okay. Thank you so much.
 18 Okay. To get us into a posture to
 19 discuss, I will entertain a motion on the item.
 20 Mr. Dawson, do you want to do that?
 21 BOARD MEMBER DAWSON: I move to approve
 22 DDRB number 2020-012 with staff approval.
 23 BOARD MEMBER BROCKELMAN: Second.
 24 THE CHAIRWOMAN: Great.
 25 Okay. Board members, we will -- and
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1 guests, we will open it up to discussion. Do
 2 we want to -- I'll started on my right, so I'll
 3 start with Mr. Craig on my left.
 4 BOARD MEMBER CRAIG: No comments from me.
 5 Thank you.
 6 BOARD MEMBER JONES: No comments.
 7 It's a great project.
 8 BOARD MEMBER BROCKELMAN: No comments.
 9 BOARD MEMBER DEIULIIS: No comments.
 10 BOARD MEMBER LORETTA: This is, obviously,
 11 a wonderful project.
 12 Nothing further.
 13 THE CHAIRWOMAN: Ms. Berling.
 14 BOARD MEMBER BERLING: I will comment,
 15 only to say that I think moving out the
 16 circulation the way that you did is very
 17 successful, and so it was very exciting to see
 18 that change in the project.
 19 And, obviously, this predates me, but just
 20 looking at what was original and what's now --
 21 I think it's very successful, but I think that,
 22 of all of it, is -- is a triumph there, and it
 23 serves the project well, so great job.
 24 THE CHAIRWOMAN: Mr. Dawson.
 25 BOARD MEMBER DAWSON: Five years is a long
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1 time for a project. What took so long?
 2 MR. CRONK: (Off microphone.)
 3 THE CHAIRWOMAN: Do you mind coming to the
 4 microphone? We do have a couple of online
 5 guests, so --
 6 (Mr. Cronk approaches the podium.)
 7 MR. CRONK: We're not developers. We have
 8 development experience, so this was -- it was a
 9 lot that we had gotten as a -- as an
 10 opportunity. We were going to move the old
 11 firehouse across the street to it. That fell
 12 through in the last minute, so we kind of built
 13 a project around it. And we had some site
 14 concerns, some site soil issues that we
 15 remediated and we got done. A lot of changes
 16 in the economy, and -- a number of things.
 17 So we finally got a really good operator,
 18 which is Southern Grounds, and felt it was the
 19 right time.
 20 I think we would have been a little bit
 21 early. Sometimes those delays are actually
 22 better, and I think we're coming out at the
 23 right time. It was challenging for sure, and
 24 we -- we appreciate the support of DIA and
 25 what, you know, y'all did in terms of

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1 And then a little, small moment at
 2 Southern Grounds, like they have in some of the
 3 other stores. So just those three.
 4 THE CHAIRWOMAN: Okay. Great.
 5 Well -- and I -- just to echo a couple of
 6 the comments. I also appreciate the way that
 7 the building has kind of opened up on the -- on
 8 the front, and I do appreciate contemplating
 9 some kind of feature, visual interest, on the
 10 back.
 11 I think you're exactly right, the future
 12 expansion of those buildings around there, to
 13 be a good neighbor, you know -- that's back of
 14 house. To the extent that y'all can add some
 15 interest and, you know, make it -- make it nice
 16 and exciting, I think that will serve y'all
 17 well, also to draw some interest from that
 18 direction, so thank you for this work.
 19 MR. CRONK: Absolutely.
 20 There's a lot of interested artists that
 21 have shown interest, so that's kind of exciting
 22 too, yeah.
 23 Thank you.
 24 THE CHAIRWOMAN: Excellent.
 25 All right. Board members, guests, any --

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1 incentives and just kind of helping us through.
 2 BOARD MEMBER DAWSON: Well, I agree. I
 3 think it's a great project, and I'd like to see
 4 more of it in Jacksonville.
 5 Thank you.
 6 THE CHAIRWOMAN: Mr. Cronk, before you go
 7 anywhere -- I tried to save you a step -- I do
 8 have a question.
 9 The spaces or facades that are
 10 contemplated for some kind of artwork feature.
 11 Do you mind sharing? Do you know which those
 12 would be?
 13 MR. CRONK: We think it's a strong idea to
 14 come down Forest as you're going towards the
 15 river. That seems to be a gate, you know, to
 16 the city and to -- to Brooklyn, so we really
 17 would like to keep that low and -- and do that.
 18 On the back side, which doesn't get a lot
 19 of attention, but I think will as you come into
 20 the cul-de-sac back there -- you know, we have
 21 the O'Steens as our neighbor. All these small
 22 buildings behind us, I think, are going to, you
 23 know, do some cool things. That's a good
 24 facade to project back. I don't know what
 25 direction that is.

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1 any discussion?
 2 COUNCIL MEMBER MILLER: (Shakes head.)
 3 MR. JAMES: No comment.
 4 THE CHAIRWOMAN: Okay.
 5 All right. With that, we have moved the
 6 item and seconded it, so I will hear a vote.
 7 All those in support of approving
 8 2020-012, signify by saying aye.
 9 BOARD MEMBERS: Aye.
 10 THE CHAIRWOMAN: Any opposed?
 11 BOARD MEMBERS: (No response.)
 12 THE CHAIRWOMAN: All right. The Hub is
 13 approved. The final -- what are we --
 14 amendment to final --
 15 MR. CRONK: You won't see us again.
 16 THE CHAIRWOMAN: It's always good too see
 17 you, Mr. Cronk.
 18 Okay. We will move to item number D --
 19 letter D on the agenda. This is Ordinance
 20 2025-74. It would amend part of Chapter 656.
 21 So I will open the public hearing on that
 22 item, and also go to staff for a brief report.
 23 MR. PAROLA: Brief will be operative,
 24 Madam Chair.
 25 Currently, if you want a drive-in or a

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1 drive-through in downtown, it has to be inside
2 of the -- of a building, really. It can't be
3 visual. It has to be in a parking garage. I
4 think of in the VyStar garage. And that was by
5 intent. And it's only permissible by a grant
6 of an exception, and we can go into that a
7 little bit.

8 The Council president introduced a piece
9 of legislation to allow drive-ins and
10 drive-throughs by exception under an additional
11 condition. The additional condition -- and
12 I'll just read it verbatim since words tend to
13 have meaning.

14 "The service window or device is
15 contiguous to and accessed from an approved
16 vehicle use area" -- let's call it a surface
17 lot -- "other than a commercial surface lot
18 existing as of 2014, and all queuing lines are
19 located within such approved vehicle use area."

20 In other words, the Council president
21 introduced legislation that would say, if you
22 are the Bank of America, if you are -- pick a
23 building, right? And you have a use in there
24 and anywhere else in town it's customary to
25 have a drive-through, and you happen to be next

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1 excluded from here -- you may ask, by grant of
2 an exception, for a drive-through under the
3 conditions that I have just read.

4 So I can go into it some more, but I think
5 what I'll -- I'll tell you staff's thought on
6 it and why we are recommending that this body
7 recommend approval to City Council.

8 So this is kind of an interesting thing.
9 Both you, as DDRB, and Planning Commission will
10 make recommendations to City Council, and then
11 this legislation will follow through the Land
12 Use and Zoning Committee and then onwards and
13 upwards from there.

14 When we look at these things, especially
15 when it involves vehicles, we say, can this
16 result in the expansion of surface parking?
17 No, it can't. Your parking lot has to be
18 accessory, demonstrate that it's accessory,
19 demonstrate that it's contiguous to another
20 use, and it cannot expand the number of spaces.
21 Okay?

22 The broadcasting of these -- are these
23 things going to become prolific? Probably the
24 fact that they have to meet nine additional
25 criteria -- and these nine additional criteria

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1 to a surface lot that is used for your building
2 that was -- in other words, it's an accessory
3 lot, right? So contiguous to. It can't be
4 across the street or what have you. Then you
5 have the opportunity to come in and ask for the
6 grant of an exception.

7 So exceptions are granted very few times
8 in DDRB because you just -- you never see them.
9 Our Ordinance Code is very permissive, and
10 it's -- it's designed that way, right? We're
11 downtown. There's no sense in making
12 everything by exception.

13 But if you went to Page 2 of the staff
14 report, you'll notice that there are nine
15 criteria. These are nine criteria for the
16 grant of an exception. Whether you're in
17 Arlington, whether you're in downtown, whether
18 you're on the Westside, San Marco, it doesn't
19 matter where you are; these are broadcasted
20 entirely, right?

21 So these are -- and let's call it an
22 enhanced level of scrutiny. So the only thing
23 this legislation is doing is saying, in
24 downtown -- with the exception of LaVilla,
25 Cathedral, and Southbank districts; those are

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1 speak to the uniqueness of the property, right?

2 In other words, this is a use that is not
3 otherwise permitted in a zoning district, but
4 if it meets -- so on and so forth.

5 So for these reasons, staff is
6 recommending approval, and happy to answer any
7 questions.

8 THE CHAIRWOMAN: Thank you, Mr. Parola.
9 All right. Board Members, questions?
10 Mr. Dawson.

11 BOARD MEMBER DAWSON: Through the Chair,
12 what instigated this?

13 MR. PAROLA: I'm sorry? I don't --

14 BOARD MEMBER DAWSON: What instigated
15 this? Does somebody wants to put in a dry
16 cleaner or a Burger King or -- why are we
17 looking at this right now?

18 MR. PAROLA: We're looking at this right
19 now because somebody has talked about, hey, I
20 want to put in a drive-through, and they don't
21 have the opportunity to do it right now under
22 these conditions. In other words, in using an
23 existing surface lot. So legislation was
24 introduced by the Council president, and as is
25 his purview, so --

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1 I don't think this -- this wasn't done out
 2 of, like, kicks and giggles. There's,
 3 obviously, somebody out there who wants the
 4 opportunity to apply.
 5 BOARD MEMBER DAWSON: I was just wondering
 6 what it was that instigated this, who wanted
 7 it, what kind of -- were they -- product they
 8 were trying to -- was it a bank? Was it a --
 9 MR. PAROLA: My understanding --
 10 BOARD MEMBER DAWSON: -- coffee shop --
 11 MR. PAROLA: Through the Chair, my
 12 understanding is that it's a bank. But without
 13 an application in hand, it's impossible to sit
 14 there and go, you know, who is this bank.
 15 BOARD MEMBER DAWSON: All right.
 16 MR. PAROLA: We have tons of banks
 17 downtown.
 18 BOARD MEMBER DAWSON: Thank you.
 19 MR. PAROLA: Yeah, of course. Happy to
 20 answer the question.
 21 THE CHAIRWOMAN: Yes, Mr. Loretta.
 22 BOARD MEMBER LORETTA: 2014, an existing
 23 parking lot -- so I just want to confirm that I
 24 understand what that means.
 25 Basically, any existing parking lot that
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1 build a McDonald's, to just, like, a little
 2 coffee -- a 12-by-30-foot drive-through in the
 3 middle of a parking lot in Brooklyn Station,
 4 all that --
 5 That's the way I see it --
 6 MR. PAROLA: So --
 7 BOARD MEMBER LORETTA: Granted, some of
 8 it -- some of Brooklyn Station is prior -- may
 9 not be prior to 2014 too.
 10 MR. PAROLA: Through the Chair, first of
 11 all, yeah, that's -- I guess that opportunity
 12 exists. And if somebody wanted to prohibit
 13 that, then they could say it can't be a
 14 stand-alone, I guess. I mean, I think I would
 15 want to noodle this a little bit.
 16 But at the end of the day, you're
 17 taking -- it's -- you're taking a surface
 18 parking lot, and you're -- right? In your
 19 example, you're actually activating it. It's
 20 kind of weird, right? Because you're taking a
 21 surface parking lot that somebody's using
 22 because they need parking for their building,
 23 you're reducing the number of parking spaces,
 24 and then adding, you know, a point of sale.
 25 So to the extent that's a bad thing, you
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1 was built prior to 2014 -- any development that
 2 was built in downtown or in these four regions
 3 prior to 2014 that has a parking lot attached
 4 to it would be able to comply with this; is
 5 that --
 6 MR. PAROLA: Through the Chair, two
 7 things: We -- if you're wondering the magic
 8 behind 2014, great question. That's the first
 9 time we updated the BID and CRA plans that
 10 adopted some of these resolutions in the
 11 Ordinance Code. Plus, we wanted the parking
 12 lot to exist for quite a while.
 13 BOARD MEMBER LORETTA: Yeah, no, I --
 14 What about, like, Brooklyn Station? Was
 15 that -- when was that built? When are we
 16 claiming that was built? Because what would be
 17 the -- with this code, what would be the
 18 prohibition of somebody building a McDonald's
 19 drive-through -- a whole new restaurant with a
 20 drive-through in the back of the parking lot?
 21 In the grand scheme of things, parking is
 22 not required by code downtown, so -- they'd
 23 still have to come to us for an exception, but
 24 other than the exception portion, this
 25 basically would allow somebody to go in and
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1 know, I'm not -- I'm not sure.
 2 BOARD MEMBER LORETTA: No, I don't know
 3 that it is or isn't. I'm just trying to
 4 understand what it is, the potential
 5 opportunities for folks out there, because, I
 6 mean, I -- again, I look at -- let's say behind
 7 a portion of the Brooklyn Station. You know,
 8 you could come in with a little mini taco truck
 9 or -- or, you know, or a doughnut place,
 10 doughnut/coffee, and -- and just -- you know,
 11 it could become a little drive-through thing,
 12 take up the back 60 feet.
 13 Is that a problem? I don't know. But I
 14 just want to make sure I understood what we're
 15 opening ourselves up to.
 16 MR. PAROLA: Sure.
 17 And through the Chair, in your example of
 18 that coffee shop could meet the nine additional
 19 criteria, then I guess it could be allowed. If
 20 it can't meet all nine, if it could only meet
 21 eight, then it -- then it wouldn't be granted.
 22 So I think the height and level of
 23 scrutiny is what staff sort of relies on.
 24 BOARD MEMBER LORETTA: Yeah.
 25 You know -- and the thing, though, is
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1 because our code doesn't really require parking
 2 in downtown --
 3 MR. PAROLA: Intentionally so.
 4 BOARD MEMBER LORETTA: -- which I think
 5 is -- you know, theoretically, I think is good
 6 other than it could create issues.
 7 A lot of the -- a lot of the exception
 8 elements really relate to, you know, parking
 9 almost. And so since that's not there, I don't
 10 see it being that difficult to say, hey, we're
 11 not reducing property value; we're not really
 12 creating --
 13 BOARD MEMBER BERLING: Take 4.
 14 BOARD MEMBER LORETTA: Well, 4, but the
 15 parking condition goes away.
 16 BOARD MEMBER BERLING: It says will not
 17 have a detrimental effect on vehicle or
 18 pedestrian traffic. You could interpret that
 19 to mean that it can't create queuing lines and
 20 issues that a drive-through inherently would,
 21 like a McDonald's couldn't in the center of
 22 downtown. So, like, we could always stand on
 23 that not being in compliance, because that was
 24 my main issue right there.
 25 BOARD MEMBER LORETTA: It would be
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1 automatically say that they don't even have
 2 a -- they don't even have an avenue to apply
 3 because of the very nature of their business.
 4 BOARD MEMBER LORETTA: Understood.
 5 THE CHAIRWOMAN: Any other discussion?
 6 BOARD MEMBERS: (No response.)
 7 THE CHAIRWOMAN: Okay. We do -- this is
 8 kind of a funky one. We do still need to vote
 9 on this, and we are sending our recommendation,
 10 either way, to City Council, which is
 11 interesting.
 12 But if I could possibly hear a motion.
 13 BOARD MEMBER DAWSON: I move DDRB number
 14 2025-74 with staff approval.
 15 BOARD MEMBER LORETTA: Second.
 16 THE CHAIRWOMAN: Yeah, how do we need to
 17 word that, Terrence?
 18 MR. HARVEY: It's not a -- it would just
 19 be an ordinance that he would say (inaudible)
 20 to move it ahead. What's on D, it's not a DDRB
 21 (inaudible) --
 22 THE CHAIRWOMAN: So move a recommendation
 23 of Ordinance --
 24 BOARD MEMBER DAWSON: Of Ordinance
 25 2025-74.
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1 interesting if Chick-fil-A wants to move in.
 2 BOARD MEMBER BERLING: Oh, my God. Right.
 3 Well, that would be an issue on Number 4.
 4 BOARD MEMBER LORETTA: I appreciate it. I
 5 understand, and -- so I'm cool with it. I just
 6 wanted to make sure that the -- you know, it's
 7 always interesting to -- a small, little change
 8 like this and what could pop up from it.
 9 MR. PAROLA: Through the Chair -- and
 10 thank you for your comments.
 11 You know, I think another thing here -- in
 12 fact, I know the other thing in here is, we
 13 have -- if you look at a lot of our parking
 14 lots, they're commercial in nature. In other
 15 words, they are a business venture unto
 16 themselves. They do not serve an adjoining
 17 building.
 18 I think that's where I would be mostly
 19 concerned, right? If you look at some of our
 20 parking areas -- just take the Sports &
 21 Entertainment District, whatever, right? You
 22 have these expansive parking lots. They have
 23 no use that's assigned to them. They are not
 24 contiguous to any sort of use.
 25 The reading of this ordinance would
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1 BOARD MEMBER LORETTA: I'll second it
 2 again.
 3 THE CHAIRWOMAN: Thank you very much.
 4 Okay. All those in favor of approval,
 5 signify by saying aye.
 6 BOARD MEMBERS: Aye.
 7 THE CHAIRWOMAN: Any opposed?
 8 BOARD MEMBERS: (No response.)
 9 THE CHAIRWOMAN: Okay. We will send our
 10 recommendation to the City Council.
 11 Okay. Is there any other business -- or
 12 public comments, Ms. Hill?
 13 MR. HILL: I do have one from John Nooney.
 14 He wanted me to read this into the record.
 15 "John Nooney, 8356 Bascom Road,
 16 Jacksonville, Florida 32216.
 17 "Public access to our waterways,
 18 especially in the DIA, CRA."
 19 THE CHAIRWOMAN: Thank you, Ms. Hill.
 20 Thank you, Mr. Nooney.
 21 Okay. Any further business?
 22 BOARD MEMBERS: (No response.)
 23 THE CHAIRWOMAN: All right.
 24 Move that we will stand --
 25 MR. PAROLA: One thing.
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1 THE CHAIRWOMAN: Sorry.
 2 MR. PAROLA: If anybody knows of a
 3 Susan Kelly replacement that is of her quality,
 4 please, please, please forward them my way.
 5 THE CHAIRWOMAN: That should have been an
 6 agenda item because it is an important --
 7 MR. PAROLA: I don't know how many more
 8 jobs I can do.
 9 THE CHAIRWOMAN: Well, thank you for your
 10 service, Guy, all of the many hats that you
 11 wear. We appreciate you.
 12 We will stand adjourned at 2:30.
 13 (The foregoing proceedings were adjourned
 14 at 2:30 p.m.)

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 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.

12
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14
15 DATED this 21st day of February 2025.

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<p style="text-align: center;">Diane M. Tropia, Inc., Post Office Box 2575, Jacksonville, FL 32203 (904) 821-0300</p>				

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