

## RESOLUTION 2024-01-04

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AS THE APPEAL BODY FOR A WRITTEN DECISION OF THE DOWNTOWN DEVELOPMENT REVIEW BOARD (“DDRB”), [AFFIRMING, REVERSING OR MODIFYING, OR REMANDING BACK TO THE DDRB WITH SPECIFIC INSTRUCTION FOR FURTHER ACTION] A SPECIAL SIGN EXCEPTION WRITTEN DECISION OF THE DDRB (DDRB APPLICATION 2023-022) IN ACCORDANCE WITH SECTION 2 OF THIS RESOLUTION; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Downtown Investment Authority (“DIA”), pursuant to Sec. 656.361.7.1G - *Appeal of DDRB decision to DIA*, the appeal of a decision by the Downtown Development Review Board (“DDRB”) regarding a Special Sign Exception may be appealed to the DIA; and

**WHEREAS**, at its November 9, 2023 meeting, the DDRB voted to approve with conditions a Special Sign Exception (DDRB Application 2023-022); and

**WHEREAS**, the Applicant, in accordance with Sec. 656.361.7.1.G, within 14-days of the effective date of the written decision of the DDRB, filed with the DIA Chief Executive Officer a notice of appeal; and

**WHEREAS**, after a de novo review of the appeal, and without giving deference or weight to the decision of DDRB, but having benefit of the record of the DDRB meeting as well as additional competent and substantial evidence and testimony, the DIA voted to:

Option 1: Affirm the Written Decision of the Downtown Development Review Board for DDRB Application 2023-022.

Option 2: Reverse or modify Written Decision of the Downtown Development Review Board for DDRB Application 2023-022 as detailed in Section 2 of this Resolution.

Option 3: Remand the matter back to the DDRB with specific instructions for further action, with those instructions detailed in Section 2 of this Resolution,

**NOW THEREFORE, BE IT RESOLVED** by the Downtown Investment Authority:

**Section 1.** The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

**Section 2.** In respect to the Written Decision of the Downtown Development Review Board for DDRB Application 2023-022, the DIA:

Option 1: Affirms the Written Decision of the Downtown Development Review Board for DDRB Application 2023-022.

Option 2: Reverses or modifies the Written Decision of the Downtown Development Review Board for DDRB Application 2023-022 as follows:

**DDRB Written Decision**

Approve Application DDRB 2023-022 for a Special Sign Exception for the CSX Building at 500 Water Street. This approval allows for installation of two (2) high rise building identification signs, not to exceed 1,201 square feet each, one on the northwest elevation and one on the southeast elevation, subject to the following conditions:

1. Signage for each elevation shall not exceed 1,201 square feet.
2. Signs shall be turned off if not fully operational as designed and permitted.
3. Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
4. Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
5. Brightness shall not exceed the guidance provided in the FHWA Lighting Handbook 2023.

Option 3: Remand the matter back to the DDRB with specific instructions for further action as follows:

Instruction: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section 3.** Board hereby authorizes the CEO to take all actions necessary to effectuate the intent of this Resolution.

**Section 4.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

A. B. S. W.

  
Jim Cirano, Chair

1/17/24  
Date

VOTE: In Favor: 7 Opposed: 0 Abstained: 0



# DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | <https://dia.coj.net/>

## MEMORANDUM

**TO:** Downtown Investment Authority Governance Board

**THROUGH:** Jim Citrano, Chair

**FROM:** Guy Parola, Director of Operations

**SUBJECT:** Resolution 2024-01-04: Memorandum of Findings  
Appeal of Downtown Development Review Board Application 2023-022  
CSX Special Sign Exception

**DATE:** January 17, 2024

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Resolution 2024-01-04 relates to an appeal of a Downtown Development Review Board (“DDRB”) decision regarding a “Special Sign Exception” granted by DDRB (DDRB Application 2024-022). The DIA Governance Board (“DIA”) is the body to which an appeal of a DDRB decision, such as a Special Sign Exception, is made. While uncommon, the DIA has heard appeals of the DDRB, with the process for such prescribed in Chapter 656, Part 3, Subpart H of the Jacksonville Code of Ordinances.

The applicant, CSX, was granted a Special Sign Exception by the DDRB on November 9, 2023, which came with it a condition limiting the total signage per façade to 1,201 square feet. At that time, the applicant was requesting an increase from 1,201 square feet, the existing signage area, to 1,656 square feet per façade. However, staff recommended and DDRB included in its approval the aforementioned limitation on signage area to 1,201 square feet. The Applicant is appealing DDRB’s approval in one aspect: to increase the square footage of the sign area as discussed herein.

Note: subsequent to the November DDRB meeting, CSX, their agent and DIA staff met and discussed alternatives, resulting in a reduction of the originally requested 1,656 square feet to 1,330.16 square feet. For perspective, this is only an 11% increase over the square footage granted by DDRB. Furthermore, given the request in its totality, staff would have supported a request for 1,330.16 square feet at DDRB.



Note: DIA's role in the appeal is not to determine whether or not the DDRB applied the criteria correctly or otherwise use DDRB's actions as the benchmarks for determining DIA's action on this matter. Rather, this is a *de novo* hearing, effectively meaning that this is an independent hearing whereby DIA will affirm, reverse or modify (i.e. approve with modified conditions), or remand back to the DDRB with specific instructions for further action the DDRB written decision.

What is specifically being requested of DIA by the Applicant is to approve wall signage / building identification signage for the north and south facades of the CSX building of **1,330.16 square feet** per facade. These signs would replace the existing building identification signs, noting further that the signage being requested exceeds the existing signage by **1,330.16 square feet**. More specifically, the Applicant is requesting that DIA modify Condition 1 below and affirm the remaining conditions for approval imposed by the DDRB.

**For the reasons articulated in the "Staff Findings" section of this memorandum, staff is recommending Approval of the Applicant's request to modify DDRB 2023-022 Final Order Condition 1 and affirm Conditions 2 through 5 without modification.**

1. Signage for each elevation shall not exceed ~~1,201~~ 1,330.16 square feet.
2. Signs shall be turned off if not fully operational as designed and permitted.
3. Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
4. Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
5. Brightness shall not exceed the guidance provided in the FHWA Lighting Handbook 2023.

#### Staff Findings

Unlike the vast majority of matters appearing in front of the DIA, which are by and large policy in nature, Resolution 2024-01-04 and the Special Sign Exception it would approve, approve with conditions or deny is a *quasi-judicial* matter, the essence of which means DIA must make its decision based on competent and substantial evidence. Competent and substantial evidence, by way of example, may be in the form of the DIA staff as professionals, the DIA staff report, evidence and testimony of the Applicant, and is required to address the following criteria. Staff's findings for each criteria are written in *italics*.

- 1) The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed. Signs should respect the architectural features of the façade and be sized and placed subordinate to those features. Overlapping of functional windows, extensions beyond parapet edges obscuring architectural ornamentation or disruption of dominant façade lines are examples of sign design problems considered unacceptable; and *The applicant is requesting two (2) high rise building identification wall signs, which would exceed the allowable 400 square foot area. The size of the current sign is 1,201 square feet, which exceeds the allowable square footage. Staff recommended to condition the application to not exceeding 1,201 square feet, finding that an increase to over 1,600 square feet per façade would be out of scale with the building. However, the Applicant has since reduced the signage to **1,330.16 square feet per façade as shown on Exhibit A.** Staff now finds that the reduction is such that it meets this Criteria 1, further noting that the request to increase above the current 1,201 square feet is predicated on maintaining sign relationships between the graphic (i.e. train) and the lettering.*

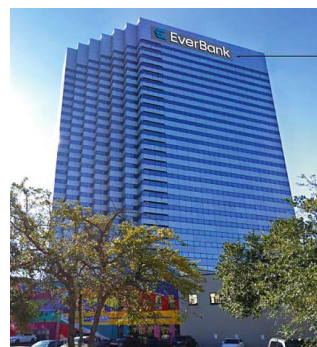
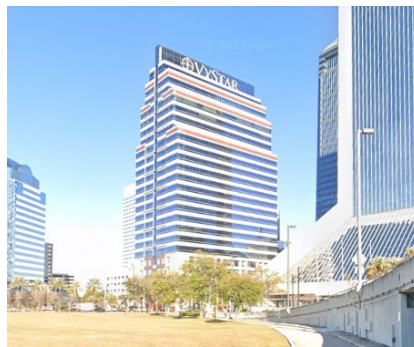
*Graphically, the proposed signage is shown on Exhibit 'A' to this memorandum, which is the packet submitted as part of the DDRB Special Sign Exception.*

- 2) The relationship of colors of the sign to the building it is to be attached to and colors of adjacent buildings and nearby street graphics. The sign's color and value (shades of light and dark) should be harmonious with building materials. Strong contrasts in color or value between the sign and building that draw undue visual attention to the sign at the expense of the overall architectural composition should be avoided; and

*The signs have been designed with dark colors, complementing the existing color ways of the CSX headquarters building via the horizontal bands of dark colored glass that wrap the north and south façades. As conditioned, the signs' color and value may be coordinated with City-sponsored waterfront activation (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).*

- 3) The similarity or dissimilarity of the sign's size, shape and lettering to the size, shape and lettering of other conforming signs in the surrounding area;

*The proposed signs are similar to the size, shape and lettering as existing building identification signs in the area. Both the north and south facades are approximately 78,000 square feet in area with the building being: 252' in height and 287' in length for the first 217' in height (72,324sqft) and for the remaining 35' in height 186' in length (6,510sqft). This is to illustrate that the requested signage constitutes less than 2% (approximately 1.7%) of the building façade areas. The table following the image examples show comparable sign area percentages by Downtown buildings.*



Comparable signs in the area

[illegible]

- 4) The compatibility of the type of illumination, if any, with the type of illumination in the surrounding area. A reverse channel letter that silhouettes the sign against a lighted building is desirable. Lighting of a sign should be accompanied by accent lighting of the building's distinctive architectural features and especially the façade area surrounding the sign. Lighted signs on unlit buildings are unacceptable. The objective is a visual lighting emphasis on the building with the lighted sign as subordinate;

*Each digital channel letter operates like an electronic message center. Each letter and the train image are digital boards, composed of LED diodes and able to change colors. Most building identification signs in Downtown have some type of illumination. The applicant has submitted a lumens study using the Federal Highway Administration (FHWA) lighting handbook as a reference, showing the brightness of the proposed sign as viewed from neighboring properties. Staff has conditioned that the brightness shall remain consistent with the submitted lighting study. As conditioned, the proposed signage would be compatible with the types of illumination found in the surrounding area.*

- 5) The compatibility of the materials used in the construction of the sign with the material used in the construction of other conforming signs in the surrounding area;

*Signage technology is rapidly evolving. This evolution can progress when the request is conditioned appropriately to ensure a cohesive siting and design pattern.*

*While the materials used in the sign proposal are more technologically evolved, they are compatible with other conforming signs in the area because, as conditioned, the signs will appear similar to current illuminated building identification signs.*

- 6) The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is suspended and the surrounding buildings;

*The placement, size, and general design of the signs is aesthetically and architecturally compatible with the building and the surrounding area.*

- 7) The proposed signs shall be of high quality, durable materials. Preferred materials include hardwoods, painted woods, metal, or plastic;

*The innovative materials proposed for the construction of the signs are high quality, durable materials.*

- 8) An exceptional effort toward visual harmony between the signs, structures, and other features of the property through the use of a consistent design theme;

*Using the CSX color palette and train image, the CSX signage theme is consistent across the features of the property, from ground signs to the proposed building identification signs.*

- 9) Preserves a desirable existing design or siting pattern for signs in the area; and

*The proposed signs are designed as a hybrid between an electronic message center and channel letters. This innovative approach to sign design allows for each sign to change colors. In order to ensure a desirable design pattern for building identification signs in Downtown, Staff has conditioned that the signs must be turned off if not fully operational as designed and permitted; that images/colors on the signs will remain static; no animations, movements, or flashes shall be permitted; and that images/colors on the signs shall have a hold time (or dwell time) of no less than 24 hours. These conditions may be pre-empted on occasion if the signs' color and value are coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).*

- 10) Minimizes view obstruction or preserve views of historically or architecturally significant structures.

*The proposed sign does not obstruct any views or significant architectural features.*

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**Attachments:**

**Exhibit 'A' – Revised Sign Package with Applicant justification**

**Exhibit 'B' – DDRB Application Materials**

**Exhibit 'C' – November 9, 2023, DDRB Meeting Transcript**

**Exhibit 'D' – DDRB Application 2023-022 Staff Report**

**Exhibit 'E' – Written Decision of the DDRB**

EXHIBIT A

REVISED SIGN PACKAGE



# CSX Headquarters Signage

Jacksonville Downtown Investment Authority – Jan. 16, 2024

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**Objective:** CSX is seeking the Downtown Investment Authority's (DIA) approval to exceed previously imposed limitations for new signage on its headquarters building at 500 Water Street by 138 square feet.

**Background:** CSX has proposed enhancing our visual contribution to the Jacksonville cityscape by upgrading the sign atop our headquarters building. In addition to replacing an outdated CSX logo and slogan with our new branding, the updated sign would add to the modern appearance of Jacksonville's downtown skyline. The proposed sign will be equipped with LED lighting, enabling color changes in support of and collaboration with city events, such as Jaguars games and other civic observances. Our new sign will reflect the forward-looking growth strategies of both CSX and the city we call home.

CSX originally applied to the Downtown Development Review Board (DDRB) for 1656 square feet of new signage. CSX was grateful for the DDRB's consideration of our application and for their approval of the overall concept of our signs; however, the DDRB only granted permission for 1191.66 square feet, significantly restricting the size of the signs as they had been proposed.

CSX made good faith efforts to reengineer the signs to both meet the DDRB's approved size limitations and achieve the spirit and impact of our original proposal. By 'trimming' out the silhouette of the train, we were able to eliminate all the negative space surrounding the train, creating a seamless integration with the office façade and allowing us to keep the train at the desired size.

We have also attempted to refine the negative space between the letters 'C,' 'S,' and 'X' on the left side of the building in our new proposal; however, in order to achieve the correct proportions we need to exceed the size limits by 138 square feet as we are limited to 1191.66 square feet by the DDRB's approval and we are seeking a total of 1330.16 square feet in the enhanced new proposal.

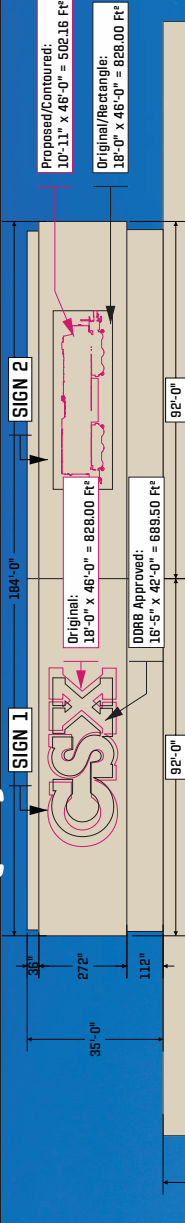
CSX is proud to be among Jacksonville's leading corporate citizens. As the largest of four Fortune 500 companies headquartered in the city, we are one of the city's largest employers. In addition, our headquarters building at the base of the Acosta Bridge has been a downtown Jacksonville landmark for decades.



In recognition of our unique role, we are eager to support Jacksonville's aspirations as a supernova city through commitments such as our partnership with the Jacksonville Jaguars, our recent contribution of \$10 million to a University of Florida graduate center downtown, a \$1 million gift to the Jacksonville Zoo, and exciting forthcoming news related to the Jacksonville MOSH. This new signage is a demonstration of our commitment to the vibrancy of Jacksonville.



# CSX HQ - EMC (x2) - SOUTH ELEVATION



## Original Calculations

Proposed Sign 1: 18'-0" x 46'-0" = **828.00 Ft<sup>2</sup>**

Proposed Sign 2: 18'-0" x 46'-0" = **828.00 Ft<sup>2</sup>**

Total Proposed Signage = **1656.00 Ft<sup>2</sup>**

## DDR Approved Calculations

Proposed Sign 1: 16'-5" x 42'-0" = **689.50 Ft<sup>2</sup>**

Proposed Sign 2: 10'-11" x 46'-0" = **502.16 Ft<sup>2</sup>**

Total Proposed Signage = **1191.66 Ft<sup>2</sup>**

## Proposed Calculations

Proposed Sign 1: 18'-0" x 46'-0" = **828.00 Ft<sup>2</sup>**

Proposed Sign 2: 10'-11" x 46'-0" = **502.16 Ft<sup>2</sup>**

Total Proposed Signage = **1330.16 Ft<sup>2</sup>**



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 State Certified # ES12000117

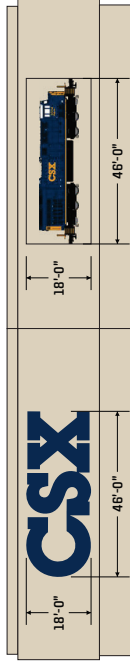
[www.TaylorSignCo.com](http://www.TaylorSignCo.com)

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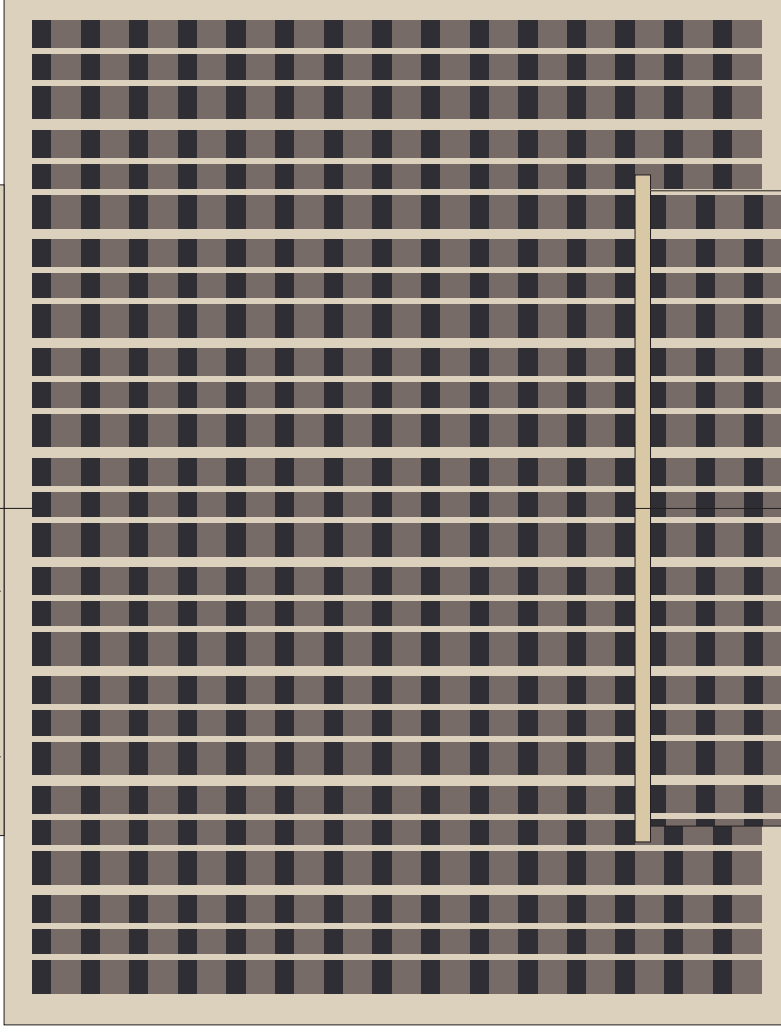
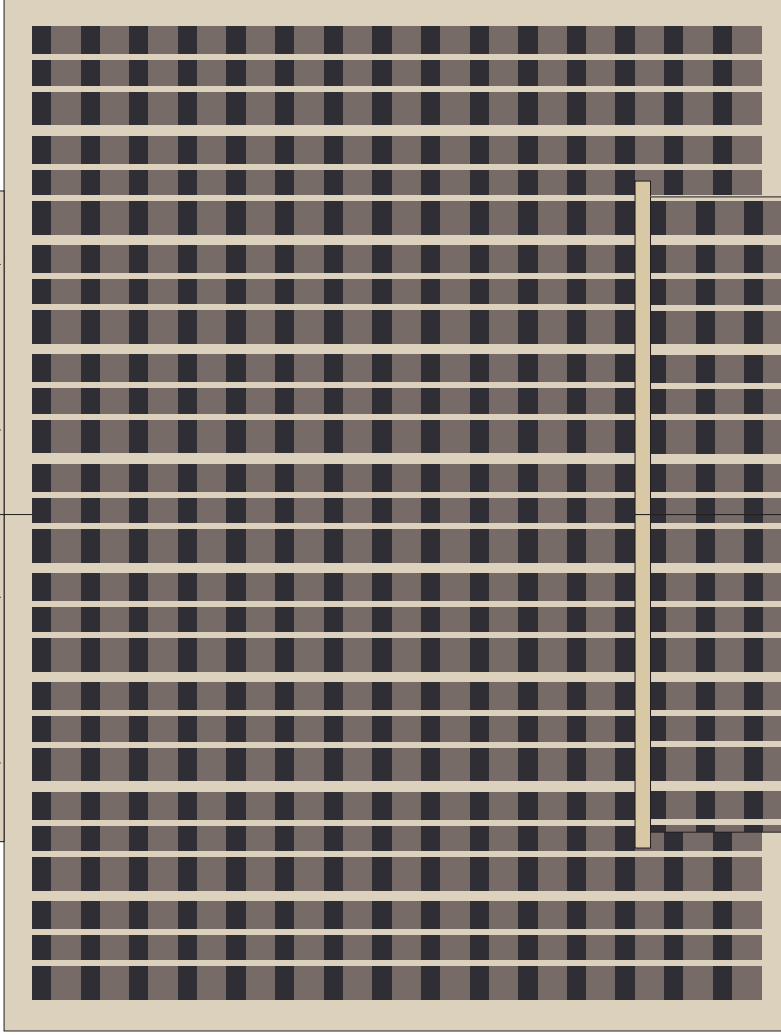
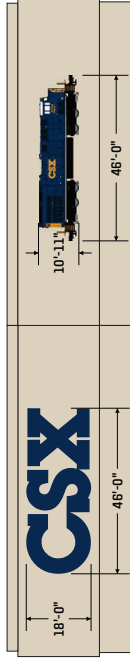
**CSX - HQ**  
**500 Water Street**  
**DDRDB 2023-022**

# CSX HQ - EMC (x2) - SOUTH ELEVATION

## ORIGINAL



## PROPOSED



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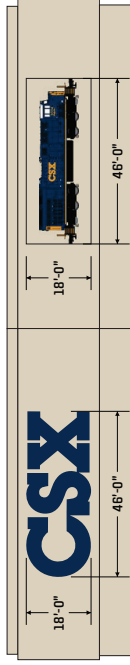
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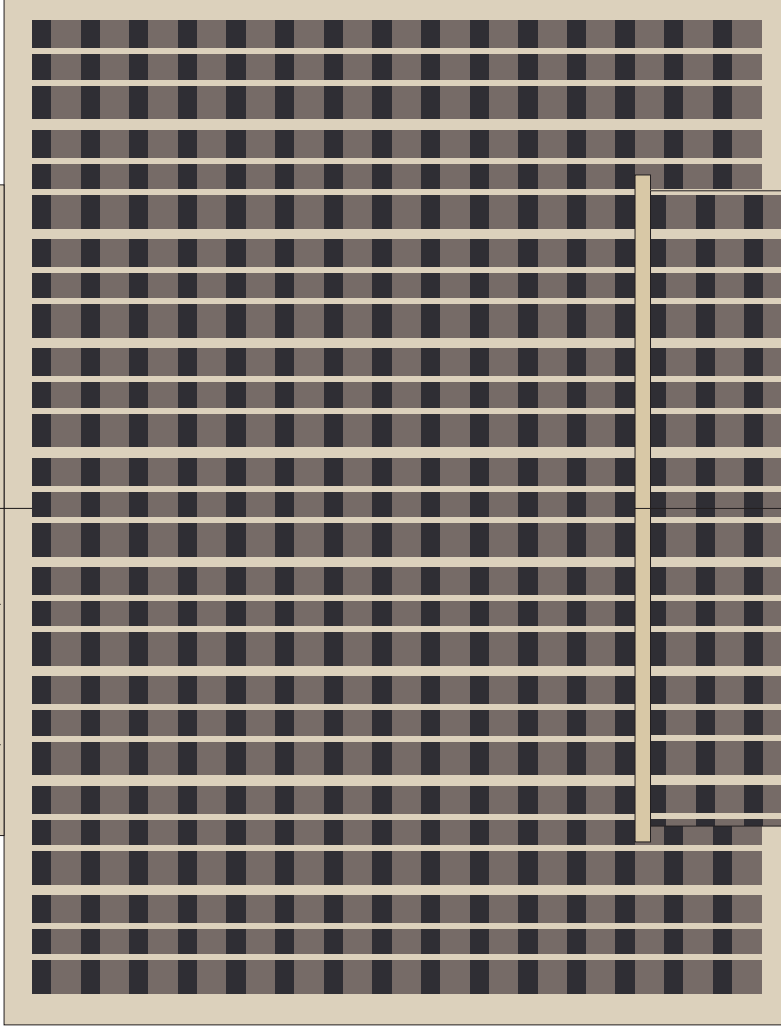
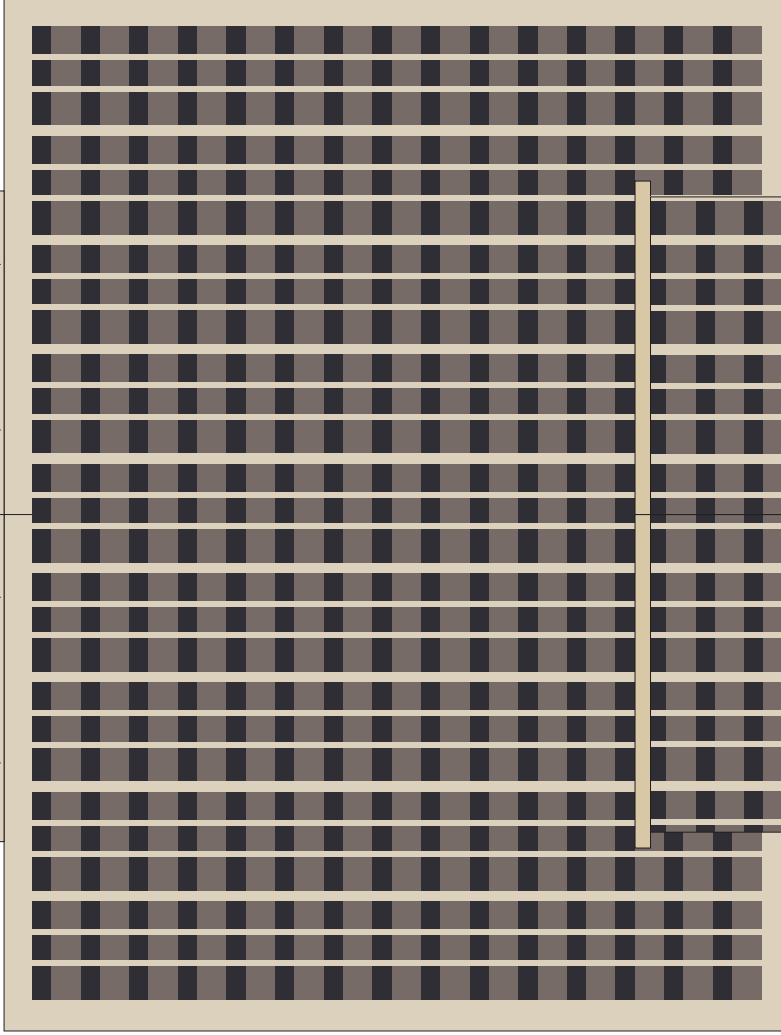
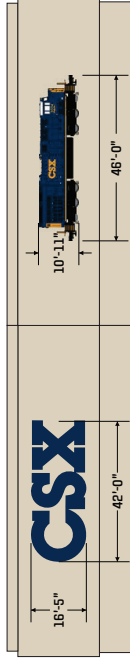
**CSX - HQ**  
**500 Water Street**  
**DDRB 2023-022**

# CSX HQ - EMC (x2) - SOUTH ELEVATION

## ORIGINAL



## DDRB APPROVED



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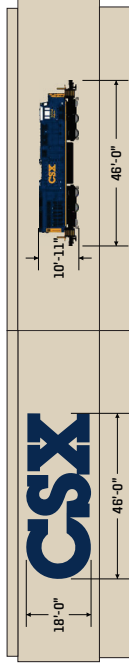
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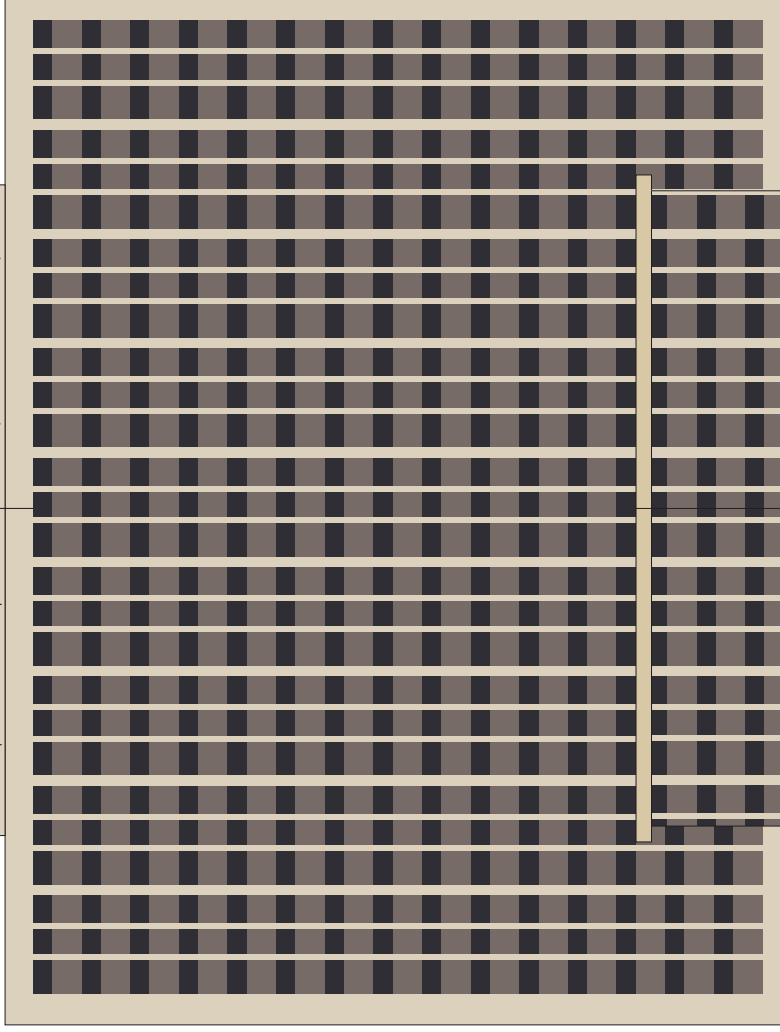
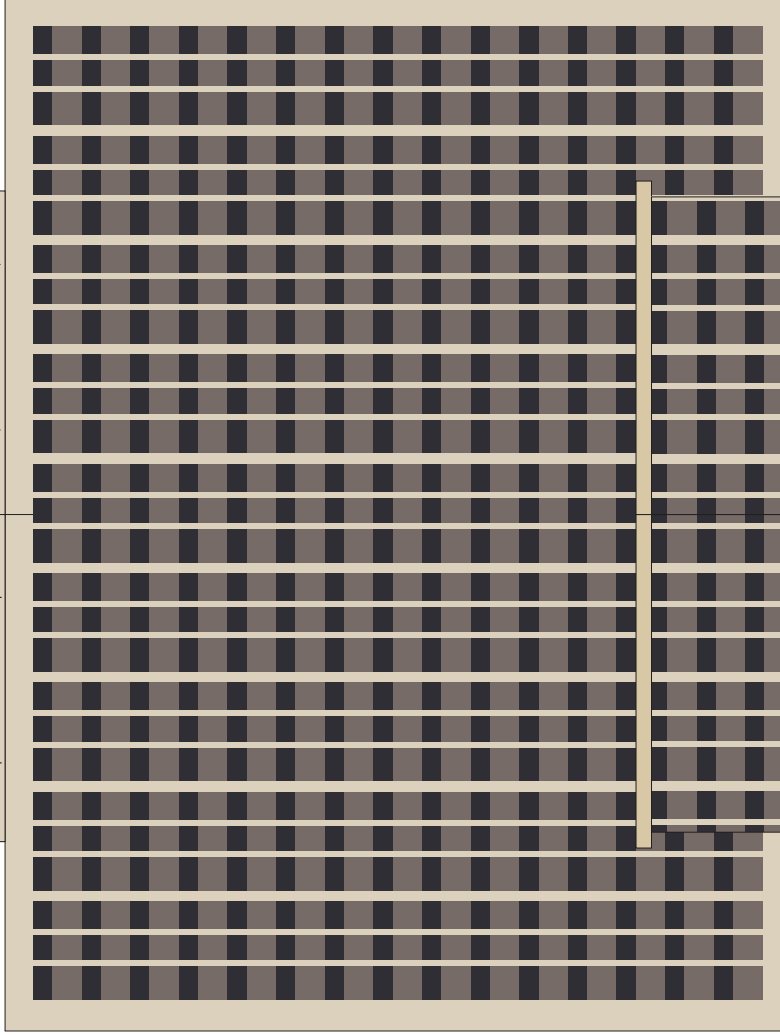
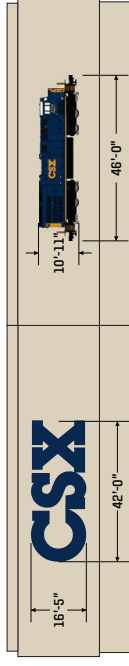
**CSX - HQ**  
**500 Water Street**  
**DDRB 2023-022**

# CSX HQ - EMC (x2) - SOUTH ELEVATION

## PROPOSED



## DDRB APPROVED



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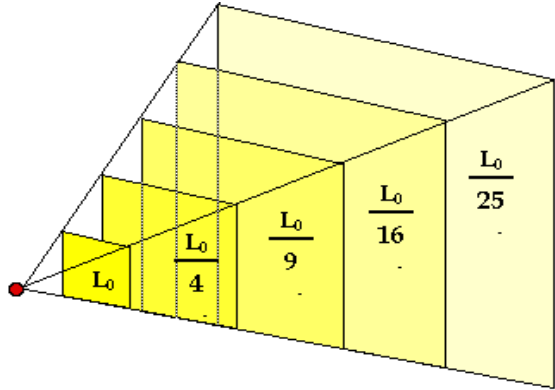
**CSX - HQ**  
**500 Water Street**  
**DDRB 2023-022**

CSX HQ Top Cap LED Project							Neighbor Property			
								Lofts at Jefferson Street	Doubletree by Hilton Hotel Riverfront	Southerly at Southbank Apartments
							Distance (ft)	1250	2400	2300
Reference Maximum Brightness P100 Setting	100% Max Brightness (Day Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	8000	931515	6.417	1.741	1.895
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	8000				
	30% Average Brightness (Day Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	2400	279454	1.925	0.522	0.569
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	2400				
Pre-Curfew Max Brightness P100 Setting	100% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	8000	931515	6.417	1.741	1.895
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	8000				
	30% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	2400	279454	1.925	0.522	0.569
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	2400				
Post-Curfew Max Brightness P46 Setting	46% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	3680	428497	2.952	0.801	0.872
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	3680				
	14% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	1104	128549	0.886	0.240	0.262
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	1104				

Reference	<a href="https://highways.dot.gov/safety/other/visibility/fhwa-lighting-handbook-august-2012/5-considerations-concerning-lighting">https://highways.dot.gov/safety/other/visibility/fhwa-lighting-handbook-august-2012/5-considerations-concerning-lighting</a>
Pre-Curfew <=8.0 Lux	See Chart 1.1 At P100 (100% Brightness) Full white content will not exceed light trespass limits for LZ 3
Post-Curfew <=3.0 Lux	See Chart 1.1 At P46 (46% Brightness) Full white content will not exceed light trespass limits for LZ 3

More on Brightness as a Function of Distance.  
<[https://imagine.gsfc.nasa.gov/features/yba/M31\\_velocity/lightcurve/more.html](https://imagine.gsfc.nasa.gov/features/yba/M31_velocity/lightcurve/more.html)>

The intensity or brightness of [light](#) as a function of the distance from the light source follows an **inverse square relationship**. Suppose you were to use a light [meter](#) to measure an initial intensity  $I_0$ , or brightness, a distance  $r$  from a light source. Suppose that some time later the brightness of the light is either greater or lesser; if the intensity diminished you would know that the source was moving away from you and if it became brighter you would know that the source was moving towards you (assuming the light source itself remained the same). This relationship can be illustrated by the diagr931am below, which shows the apparent brightness of a source with [luminosity](#)  $L_0$  at distances  $r$ ,  $2r$ ,  $3r$ , etc. Notice that as the distance increases, the light must spread out over a larger surface and the surface brightness decreases in accordance with a "one over r squared" relationship. The decrease goes as **r squared** because the area over which the light is spread is proportional to the distance squared.



An example of the "one over r-squared" relationship for light.

If M31 is moving with respect to the Earth, you should be able to see a change in its apparent brightness if you take two measurements at different times. Measuring this change would allow you to calculate its speed.

LZ 3: Moderately high ambient lighting

Areas of human activity where the vision of human residents and users is adapted to moderately high light levels. Lighting is generally desired for safety, security, and/or convenience, and it is often uniform and/or continuous. After curfew, lighting may be extinguished or reduced in most areas as activity levels decline.

Chart 1.1		
Designation	Recommended Maximum Illuminance Level (Ee)	
	Pre-Curfew	Post Curfew (Not Applicable to Roadway Lighting)
LZ 1	1.0 lux	0.0 lux
LZ 2	3.0 lux	1.0 lux
LZ 3	8.0 lux	3.0 lux
LZ 4	15.0 lux	6.0 lux

**Figure 21 - Spill Light Levels**

It is important to note that the reduction or elimination of light trespass must never take precedence over the provision of adequate roadway lighting. Lighting the area adjacent to roadway travel lanes (typically within or adjacent to the road right of way) can benefit a driver's peripheral vision. This can also provide better visibility of crossroads, driveways, and sidewalks. Lighting the area adjacent to the road can also help in the detection of large animals that may pose a safety hazard. Balancing the needs of the road user with any potential impacts of the lighting system can be difficult for many roadway types, but the issue needs to be approached holistically.

EXHIBIT B

DDRB APPLICATION MATERIALS



## Downtown Development Review Board

### In-Person Meeting

Thursday, November 9, 2023, at 2:00PM

#### BOARD MEMBERS

**Matt Brockelman**, Chair  
Linzee Ott, Vice Chair  
Gary Monahan, Secretary  
Joana Berling  
Ennis Davis

Christian Harden  
Frederick Jones  
Trevor Lee  
Joe Loretta

***Note:** The City of Jacksonville and the Downtown Investment Authority are committed to making its website compliant with all state and federal laws, as well as accessible to as many people as possible. The City is currently developing a procedure to make all documents posted on the City's website readable via screen reader. In the meantime, public records that are not currently accessible via screen reader will not be posted to the City's website. To obtain the application materials for tab II please email Susan Kelly at [KSusan@coj.net](mailto:KSusan@coj.net).*

#### I. CALL TO ORDER

#### II. ACTION ITEMS

- A. Approval of the October 12, 2023, DDRB Regular Meeting Minutes
- B. DDRB Application 2023-022 – CSX Special Sign Exception
- C. Ordinance 2023-0751 – 331 West Ashley Street Conventional Rezoning
- D. DDRB Application 2023-009 – Dedalus Wine Bar, deviation workshop

#### III. OLD BUSINESS

#### IV. NEW BUSINESS

#### V. PUBLIC COMMENTS

#### VI. ADJOURNMENT

*Please be advised that this will be an in-person only meeting.*

#### **PHYSICAL LOCATION**

Jacksonville Main Library  
303 N. Laura Street  
**Conference Room G4**  
Jacksonville, FL 32202

**Directions to Conference Room G4:** Upon entering Laura Street entrance to the Library, walk counterclockwise around the grand staircase and you will see signs for the public elevators. Take the elevator down to level C for Conference Level. Exit the elevator and follow the hallway out. Turn left out of the hallway and proceed through glass doors into Conference Center. Conference Room G4 is the last room on the right.



TAB II.B

DDRB Application 2023-022  
CSX Special Sign Exception

**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

This application, including the Conceptual Review Presentation, must be completed and submitted to the Downtown Development Review Board (DDRB) Staff **twenty (20) business days** prior to the upcoming DDRB meeting, however staff will work with applicant to expedite meeting dates if necessary. The DDRB generally meets on the first Thursday of each month. If you have any questions regarding the application process, please contact Jim Klement of the Downtown Investment Authority (DIA) at (904) 630-2689, or visit [www.downtowninvestment.org](http://www.downtowninvestment.org).

**TO BE COMPLETED BY APPLICANT**

**Requesting Conceptual or Final Approval by the DDRB**

- ☐ **Requesting Conceptual Approval**  
☐ **Requesting Final Approval**

**I. Project Location and Description**

a. Project Name	CSX
b. Project Address	500 WATER ST JACKSONVILLE, FL 32202
c. Parcel Number	088958-0010
d. Council District	7
e. Council Member	JIMMY PELUSO
f. DT Overlay District	
g. Project Description	INSTALLATION OF ELECTRONIC MESSAGE CENTERS

**II. Project Contact Information**

a. Name	KELLY VARN
b. Phone & Fax #	904-396-4652
c. Mailing Address	4162 ST AUGUSTINE RD JACKSONVILLE, FL 32207

**DDRB USE ONLY**

<b>DDRB #</b>	2023-022
<b>Date Filed</b>	9-21-2023
<b>Pre Application Date</b>	

**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

**III. Design Team Name and Contact**

a. Architect

Telephone # & email address

( ) \_\_\_\_\_

b. Landscape Architect

Telephone # & email address

( ) \_\_\_\_\_

c. Engineer

Telephone # & email address

( ) \_\_\_\_\_

d. Contractor

TAYLOR SIGN & DESIGN, INC

Telephone # & email address

(904) 396-4652 KVARN@TAYLORSIGNCO.COM

**IV. Project Phase Information**

a. Project Phase (I, II, III, etc.)

b. Start Date for Phase(s)

c. Completion Date for Phase(s)

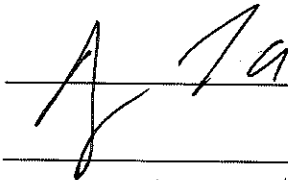
(Phasing indicated with estimated time schedule)

**V. Brief Description of Project (New, or indicate existing space to be converted, additions to existing space, etc.)**

REMOVAL OF EXISTING WALL SIGNS AND REPLACE WITH ELECTRONIC  
MESSAGE CENTERS

**VI. Signatures**

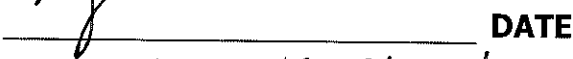
**AGENT/DEVELOPER**



**DATE**

9/21/23

**OWNER**



**DATE**

**TO WHOM IT MAY CONCERN:**

see attached letter of authorization

The owner hereby authorizes \_\_\_\_\_ to act as my agent to obtain DDRB approval for development of lands, which I currently own as described in this application (both signatures above required).

# LETTER OF AUTHORIZATION

## Affidavit

To Whom It May Concern:

This letter authorizes **Taylor Sign & Design, Inc.** (or their Agents or Subcontractors) to act as Agent, to secure permits or variances required by the local governing body, and to perform sign or awning installations, removals, or maintenance at the property located at:

Property Address: 500 Water Street Jacksonville, FL 32202

Company Name: CSX Transportation Phone Number: 904-357-7437

Name: Kevin McNaught Title: Director Corporate Facilities

Address: 500 Water Street Jacksonville, FL 32202

[Signature]  
SIGNATURE OF PROPERTY OWNER/AGENT

STATE OF Florida

COUNTY OF Duval

Sworn to and subscribed before me this 12<sup>th</sup> day of September, 2023.

[Signature]  
Signature of Notary State of FL

Shannon R. Goss  
Print or Type Commissioned Name of Notary Public

Personally Known ☒ OR Produced Identification ( )

Type of Identification Produced: N/A Commission Expires July 6, 2024

(Notary Stamp or Seal Required)



**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

<b>VII.</b>	<b>Development Table</b>	<b>Land Area (foot print)</b>	<b>Floor Level (overall height)</b>	<b>Units/ Sq Ft/ Net</b>	<b>Required Parking</b>	<b>Parking Provided</b>		<b>Employees</b>	<b>Est. Total Cost</b>
						<b>Surface</b>	<b>Garage</b>		
a.	Passive Pedestrian Space (Open)								
b.	Space/Retention								
c.	Active recreation (pools, tennis, plaza fountains, etc.)								
d.	Residential								
e.	Office								
f.	Commercial/Retail								
g.	Hotel								
h.	Industrial								
i.	Public Facilities (hospital, fire departments, school, government agency, etc.)								
j.	Marina (Length and # of Slips)								
k.	Riverwalk (Frontage)								
l.	Streetscape (Frontage)								
m.	Roads & Circulation Drives								

**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

**REQUIRED EXHIBITS FOR CONCEPTUAL APPROVAL**  
**(Sec 656.361)**

- A. Conceptual review documents shall contain the following items and the applicant shall provide twenty (20) 8.5" x 11" color copies of the items in presentation format, including one copy of the presentation in PowerPoint format on a Compact Disc (CD).
- ☐ DDRB Completed Application (Exhibit A)
  - ☐ Vicinity Plan showing the project in relation to the Downtown Overlay Zoning Districts, and digital photos of site and adjacent properties 300 feet from all project property lines, including aerial (digital JPEG photos that can be e-mailed).
  - ☐ Site Plan including grade notations, vehicular access, parking, landscaping, building footprint with dimensions, setback, traffic engineering, solid waste, existing streetscape with landscape and storm-water drainage (minimum scale 1"= 50').
  - ☐ Building elevations, all sides, existing and proposed (scale drawing required unless alternate agreed to by DDRB staff.
  - ☐ Site and building section, including sidewalk and roadway.
  - ☐ Land use and zoning of project site and adjacent properties...
- B. For presentation to the DDRB, Twenty (20) - 11" x 17" color copies of the presentation, and if appropriate, a model and presentation boards are required.
- ☐ One (1) CD containing the PowerPoint presentation with slides of all required information. (Please note: PowerPoint presentations are posted on OED's Web site, therefore, staff requires a PowerPoint presentation with the following characteristics: Image and Background Images - Images should be at screen resolution or 72dpi with a file size of 500KB or less, if possible. PowerPoint File size: Max – 25MB for web only. Additional higher resolution PowerPoint presentations can be submitted for DDRB presentations, if need be.)
  - ☐ Oral presentation should address how the project meets the Development Guidelines
  - ☐ Oral presentation should address deviations from Design Review Standards and Special Sign Exceptions, if applicable.

**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

**\*\*DDRB staff will notify you if it is determined that your project requires 3D\*\***

☐ Technical Requirements for 3D

- The following software is used to create the 3D model for Google Earth  
Design Software provided by Google: SketchUp  
To download: <http://sketchup.google.com>
- The application used to view locations:  
Google Earth: <http://earth.google.com>

If the user is required to have the project file created in a particular location on Google Earth, the Google Earth application will need to be downloaded and installed on the user's workstation.

The user will then identify the location of the project site and create the model in that particular location.

After creating this file, the model will have specific coordinates.

This model can be dropped to location when imported through the Google Earth program.

**Please note that temporary construction trailer landscape and site plans, as well as sales center landscape and site plans, require approval by the DDRB.**

**REQUIRED EXHIBITS FOR FINAL REVIEW**  
**(Sec 656.361)**

- A. Final Review Documents shall contain the same information as required for Conceptual approval, in addition to the items below and should include any revised or additional information requested by the DDRB at the Conceptual Review meeting. The applicant shall provide twenty (20) 8.5" x 11" color copies of the items in presentation format, including one copy of the presentation in PowerPoint format on a Compact Disc (CD).

☐ Floor Plans

☐ Perspective drawing of the building showing relation to adjacent buildings or structures

☐ Landscape Plan including materials list, tree mitigation calculations, and irrigation



**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

- ☐ Signage Plan or "place holders" to include location and dimensions
  - ☐ Streetscape Plan indicating compliance or deviation request with design street type and materials
  - ☐ Exterior Lighting Plan to include description, and location
  - ☐ Samples of exterior finishes, trim, color, and textures
- B. For presentation to the DDRB, Twenty (20) - 11" x 17" color copies of the presentation, and if appropriate, a model and presentation boards are required. Please coordinate with staff prior to presentation.
- ☐ One (1) CD containing the PowerPoint presentation with slides of all required information. (Please note: PowerPoint presentations are posted on OED's Web site, therefore, staff requires a PowerPoint presentation with the following characteristics: Image and Background Images - Images should be at screen resolution or 72dpi with a file size of 500KB or less, if possible. PowerPoint File size: Max – 25MB for web only. Additional higher resolution PowerPoint presentations can be submitted for DDRB presentations, if need be.)
  - ☐ Oral presentation should address how the project meets the Development Guidelines
  - ☐ Oral presentation should address deviations from Design Review Standards and Special Sign Exceptions, if applicable.
- \*\*DDRB staff will notify you if it is determined that your project requires 3D\*\***
- ☐ Technical Requirements for 3D
    - The following software is used to create the 3D model for Google Earth  
Design Software provided by Google: SketchUp  
To download: <http://sketchup.google.com>
    - The application used to view locations:  
Google Earth: <http://earth.google.com>

If the user is required to have the project file created in a particular location on Google Earth, the Google Earth application will need to be downloaded and installed on the user's workstation.



**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

The user will then identify the location of the project site and create the model in that particular location.

After creating this file, the model will have specific coordinates.

This model can be dropped to location when imported through the Google Earth program.

- ☐ Deviations of Design Review Standards and evidence that a Notice of Public Hearing **(Exhibit B)** has been complied with, if applicable.
- ☐ Special Sign Exceptions and evidence that at Notice of Public Hearing **(Exhibit B)** has been complied with, if applicable.

**Please note that temporary construction trailer landscape and site plans, as well as sales center landscape and site plans, require approval by the DDRB.**

**After Final Approval by the DDRB, any changes to the approved Plan shall be provided to the DDRB or its staff for review and further consideration. No modifications to DDRB approved projects and associated approved building plans shall be submitted to the Building Official for modification until such revised plans have been reviewed and approved by the DDRB.**

**DOWNTOWN DEVELOPMENT REVIEW BOARD**  
**APPLICATION**

This application, including the Conceptual Review Presentation, must be completed and submitted to the Downtown Development Review Board (DDRB) Staff **twenty (20) business days** prior to the upcoming DDRB meeting. The DDRB generally meets on the first Thursday of each month. If you have any questions regarding the application process, please contact Jim Klement of the Downtown Investment Authority at (904) 630-2689, or visit [www.jaxdowntowninvestment.org](http://www.jaxdowntowninvestment.org).

**Application Fees are as follows and due at the time of application submittal to DDRB staff made payable to City of Jacksonville Florida**

- ☐ Application for a non multiphase Design Review by the Downtown Development Review Board - \$750.00
- ☐ Application for a multiphase Design Review by the Downtown Development Review Board - \$1,500.00
- ☐ Application for an amendment to a Final Approval of the Downtown Development Review Board - \$50.00

**All checks and money orders should be made payable to the City of Jacksonville.**

## EXHIBIT B

### NOTICE OF PUBLIC HEARING

*Notice to be completed by Staff and provided to Client for submission to the Jacksonville Daily Record*

Notice is hereby given that on Thursday October 12, 2023 at 2 p.m. the Downtown Development Review Board (DDRB) will hold a public hearing to be held in the Multipurpose Room (Conference Center) of the Jacksonville Public Library – Main Library/Downtown at 303 North Laura Street.\*

The DDRB will consider:

DDRB Application: 2023-022  
Name of Project: CSX Building Signage

The proposed project is located at 500 Water Street (address and/or location of project).  
The requested deviations from the design review standards include the following:

#### List Deviations and include Zoning Code Reference; i.e. Section 656.361

1.	
2	
3	
4	
5	

#### List Special Sign Exceptions, i.e. Section 656.1331

1.	Section 656.1331(a)(1)(i)
2	

A copy of the application and legal description is available for public inspection. Additional information may be obtained by contacting Susan Kelly, DDRB staff at (904) 255-5307. All interested parties are notified to be present and will be heard at the public meeting.

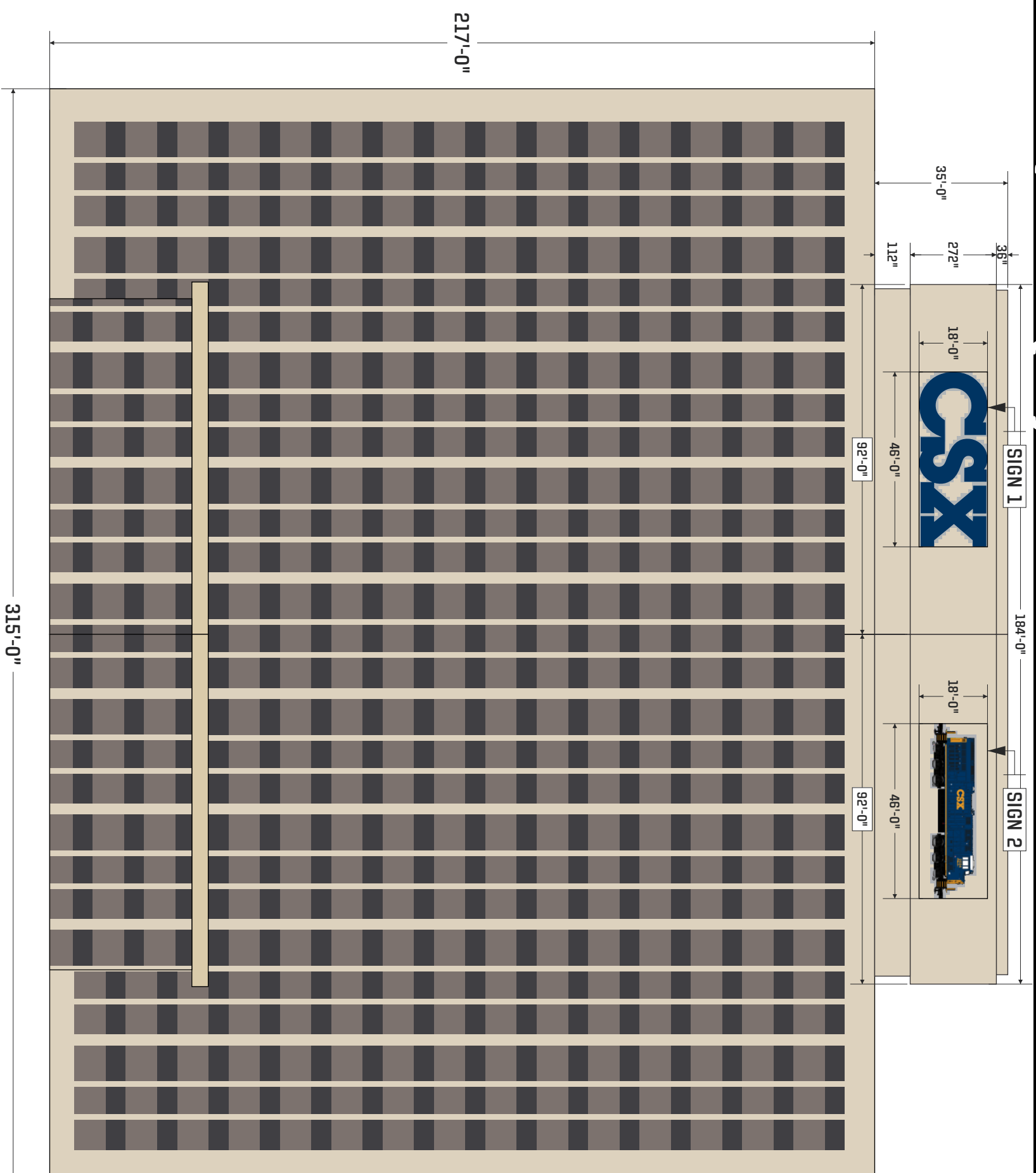
Chairperson  
Downtown Development Review Board

Dated September 26, 2023

**This notice is to be placed with the Financial News and Daily Record by contacting (904) 356-2466.**

\*Meeting date/time/location subject to change.

**CSX HQ - EMC (x2) - SOUTH ELEVATION**



## Calculations

**Allowed Signage: 217' x 315' x 10% = 6835.50.90 Ft<sup>2</sup>**

**Proposed Sign 1: 18'-0" X 46'-0" = 828.00 Ft<sup>2</sup>**

**Proposed Sign 2: 18'-0" x 46'-0" = 828.00 Ft²**

**Total Proposed Signage = 1656.00 Ft²**



**TAYLOR**  
**Sign & Design, Inc.**

# Sign & Design, Inc.

## COMMERCIAL SIGN TECHNOLOGIES

**State Certified # ES12000117**

[www.TaylorSignCo.com](http://www.TaylorSignCo.com)

4162 St. Augustine Rd. Jacksonville, FL 32207

Phone: 904/396-4652 • Fax 904/396-3777

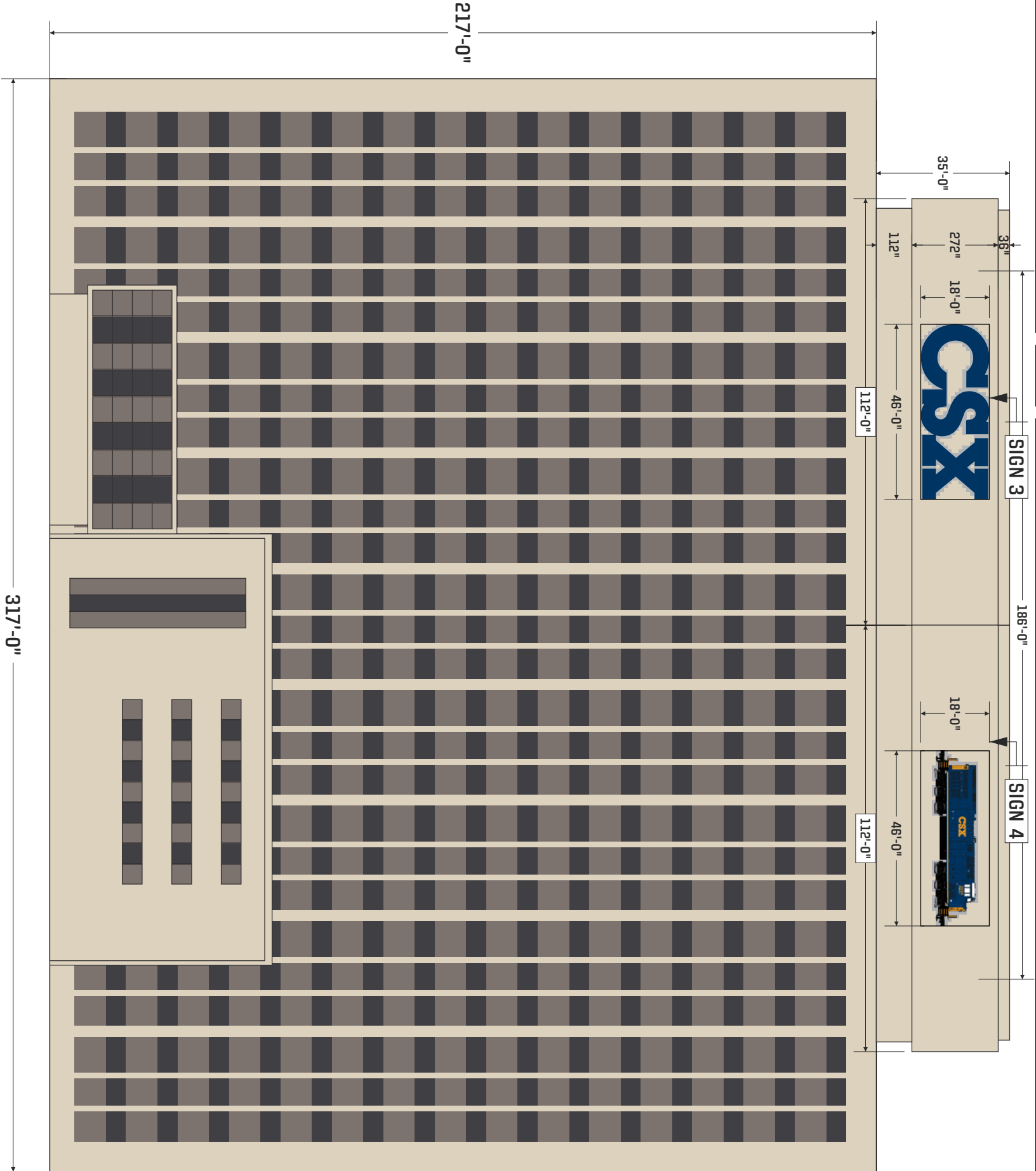
# CSX-HQ

# 500 Water Street

**DDRB 2023-022**



CSX HQ - EMC (x2) - NORTH ELEVATION



Calculations

Allowed Signage: 217' x 317' x 10% = **6878.90 Ft²**  
Proposed Sign 3: 18'-0" x 46'-0" = **828.00 Ft²**  
Proposed Sign 4: 18'-0" x 46'-0" = **828.00 Ft²**  
Total Proposed Signage = **1656.00 Ft²**



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CSX - HQ

500 Water Street  
DDRB 2023-022









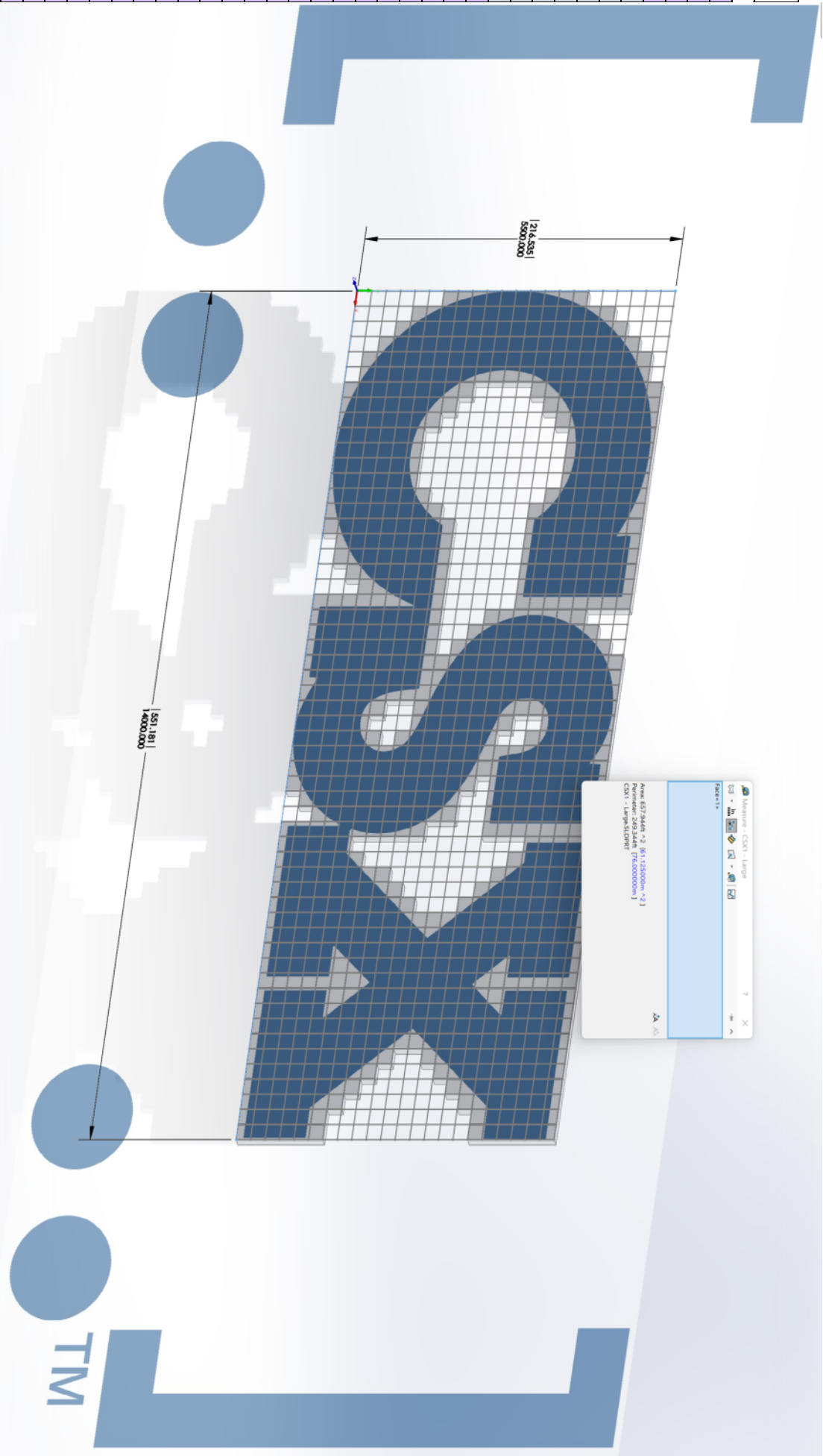
EMC SPECS



MECHANICAL & ELECTRICAL DATA IN THIS QUOTE  
ARE ESTIMATED. USE ENGINEERING DRAWINGS FOR

Series	Performance
Number of Sides	Single Sided
Pixel Pitch	P10.4 ODFE - 250x250
Max Brightness (Nits)	8000 nits
Viewable Width	551.18 in - 45.93 ft - 14 m
Viewable Height	216.54 in - 18.04 ft - 5.5 m
Estimated Total Depth	6 in - 0.5 ft - 0.152 m
Diagonal	592.19 in - 49.35 ft - 15.042 m
Total viewable area of Display	657.94 sqft - 61.125sqm
Estimated Total Display Weight (lbs)	6645
Estimated Total Display Weight (kg)	3014
Selected Working Voltage (Single Phase)	120 VAC
Est. Number of 120 VAC 20 Amp Circuits	22
Est. Power consumption max Watts	52635
Est. Power consumption average Watts	15791
Est. BTU/hr All White Full Power	179591
Est. BTU/hr Average Running Video	53877
Module Resolution	24 x 24
Resolution Width	1344
Resolution Height	528
Total Pixel count	563,328
Est. Data Cables (Per Display)	2
DIU Chassis & SC (Per Display)	2 DIU Chassis Includes QTY 1 4K DIU
Nixel count (Per Display)	56 Wide x 22 High per face - Total Nixels 978 *
Hor. Viewing Angle (L50)	140 degrees
Vert. Viewing Angle (L50)	140 degrees
Refresh Frequency	960hz - 4800hz (Customizable)
Colour Temp	6500K ~ Adjustable
Life Span To Half Brightness	100,000 Hours
Operating Temperature	-20-50C
Storage Temperature	-20-50C
Standard Warranty	3 Years

\* 254 Nixels removed to fit shape



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CSX - HQ

500 Water Street

DDRB 2023-022



CSX HQ Top Cap LED Project					Neighbor Property			
					Distance (ft)	Lofts at Jefferson Street	Doubletree by Hilton Hotel Riverfront	Southerly at Southbank Apartments
Reference Maximum Brightness P100 Setting	100% Max Brightness (Day Mode, Full white test pattern)	Display	Base Product	Display ft*2	max Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		6.417	1.741
	30% Average Brightness (Day Mode, running content)	Display	Base Product	Display ft*2	mean Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		1.925	0.522
Pre-Curfew Max Brightness P100 Setting	100% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft*2	max Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		6.417	1.741
	30% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft*2	mean Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		1.925	0.522
Post-Curfew Max Brightness P46 Setting	46% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft*2	max Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		2.952	0.801
	14% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft*2	mean Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28		lux at 1250 ft	lux at 2400 ft
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16		0.886	0.240
					1104	128549	0.240	0.262

Reference

Pre-Curfew <=8.0 Lux

Post-Curfew <=3.0 Lux

https://highways.dot.gov/safety/other/visibility/fivea-lighting-handbook-august-2012/5-considerations-concerning-lighting

See Chart 1.1

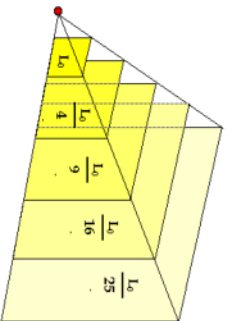
At P100 (100% Brightness) Full white content will not exceed light trespass limits for LZ 3

At P46 (46% Brightness) Full white content will not exceed light trespass limits for LZ 3

More on Brightness as a Function of Distance.  
<https://imagine.gsfc.nasa.gov/features/yba/M31\_velocity/lightcurve/more.html>

The intensity or brightness of **light** as a function of the distance from the light source follows an **inverse square relationship**. Suppose you were to use a light **meter** to measure an initial intensity **I<sub>0</sub>**, or brightness, a distance **r** from a light source. Suppose that some time later the brightness of the light is either greater or lesser; if the intensity diminished you would know that the source was moving away from you and if it became brighter you would know that the source was moving towards you (assuming the light source itself remained the same).

This relationship can be illustrated by the diag931am below, which shows the apparent brightness of a source with **luminosity** **L<sub>0</sub>** at distances **r**, **2r**, **3r**, etc. Notice that as the distance increases, the light must spread out over a larger surface and the surface brightness decreases in accordance with a "one over r squared" relationship. The decrease goes as **r squared** because the area over which the light is spread is proportional to the distance squared.



An example of the "one over r-squared" relationship for light.

If M31 is moving with respect to the Earth, you should be able to see a change in its apparent brightness if you take two measurements at different times. Measuring this change would allow you to calculate its speed.



# TAYLOR Sign & Design, Inc.

COMMERCIAL SIGN TECHNOLOGIES

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Phone: 904/396-4652 • Fax 904/396-3777

# CSX - HQ

## 500 Water Street

## DDRB 2023-022

**LZ 3: Moderately high ambient lighting**

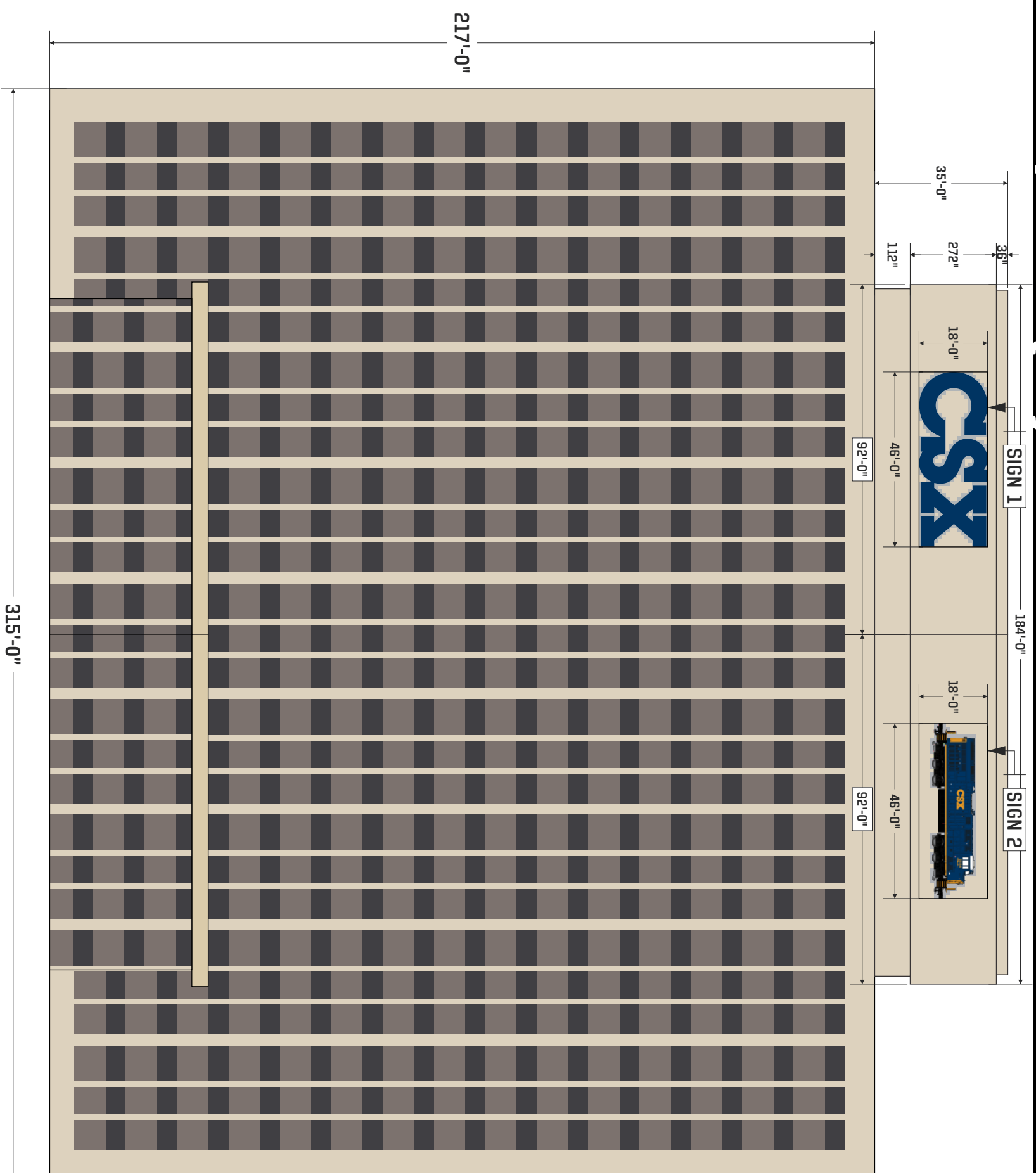
Areas of human activity where the vision of human residents and users is adapted to moderately high light levels. Lighting is generally desired for safety, security, and/or convenience, and it is often uniform and/or continuous. After curfew, lighting may be extinguished or reduced in most areas as activity levels decline.

Chart 1.1			
Designation	Recommended Maximum Illuminance Level (fc)	Post Curfew (Not Applicable to Roadway Lighting)	
	Pre-Curfew		
LZ 1	1.0 lux		0.0 lux
LZ 2	3.0 lux		1.0 lux
LZ 3	8.0 lux		3.0 lux
LZ 4	15.0 lux		6.0 lux

Figure 21 - Spill Light Levels

It is important to note that the reduction or elimination of light trespass must never take precedence over the provision of adequate roadway lighting. Lighting the area adjacent to roadway travel lanes (typically within or adjacent to the road right of way) can benefit a driver's peripheral vision. This can also provide better visibility of crossroads, driveways, and sidewalks. Lighting the area adjacent to the road can also help in the detection of large animals that may pose a safety hazard. Balancing the needs of the road user with any potential impacts of the lighting system can be difficult for many roadway types, but the issue needs to be approached holistically.

**CSX HQ - EMC (x2) - SOUTH ELEVATION**



## Calculations

**Allowed Signage: 217' x 315' x 10% = 6835.50.90 Ft<sup>2</sup>**

**Proposed Sign 1: 18'-0" x 46'-0" = 828.00 Ft<sup>2</sup>**

**Proposed Sign 2: 18'-0" x 46'-0" = 828.00 Ft<sup>2</sup>**

**Total Proposed Signage = 1656.00 Ft²**



**TAYLOR**  
**Sign & Design, Inc.**

# Sign & Design, Inc.

## COMMERCIAL SIGN TECHNOLOGIES

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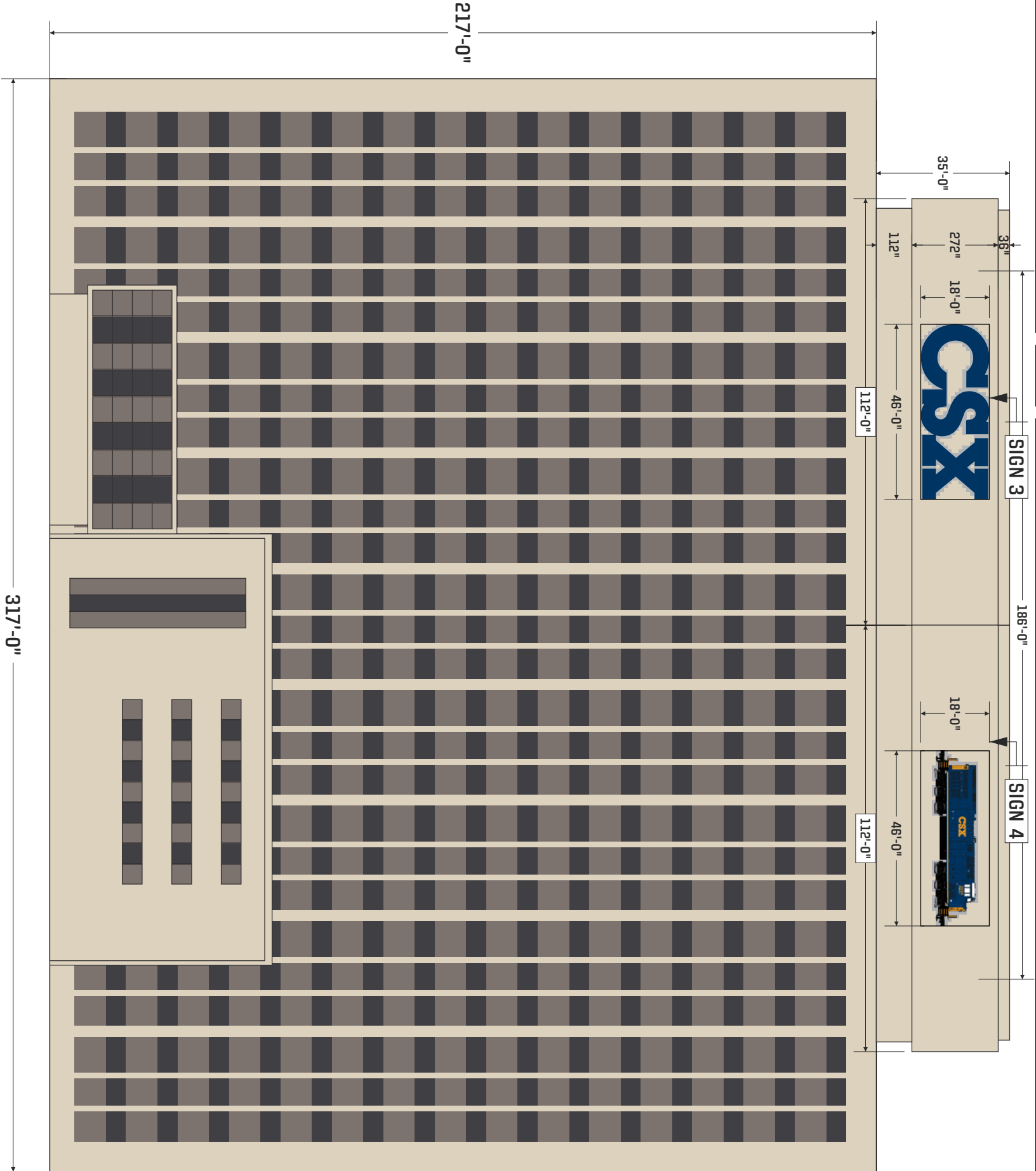
# CSX-HQ

# 500 Water Street

# DDRB 2023-022



CSX HQ - EMC (x2) - NORTH ELEVATION



Calculations

Allowed Signage: 217' x 317' x 10% = **6878.90 Ft²**  
Proposed Sign 3: 18'-0" x 46'-0" = **828.00 Ft²**  
Proposed Sign 4: 18'-0" x 46'-0" = **828.00 Ft²**  
Total Proposed Signage = **1656.00 Ft²**



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DDRB 2023-022

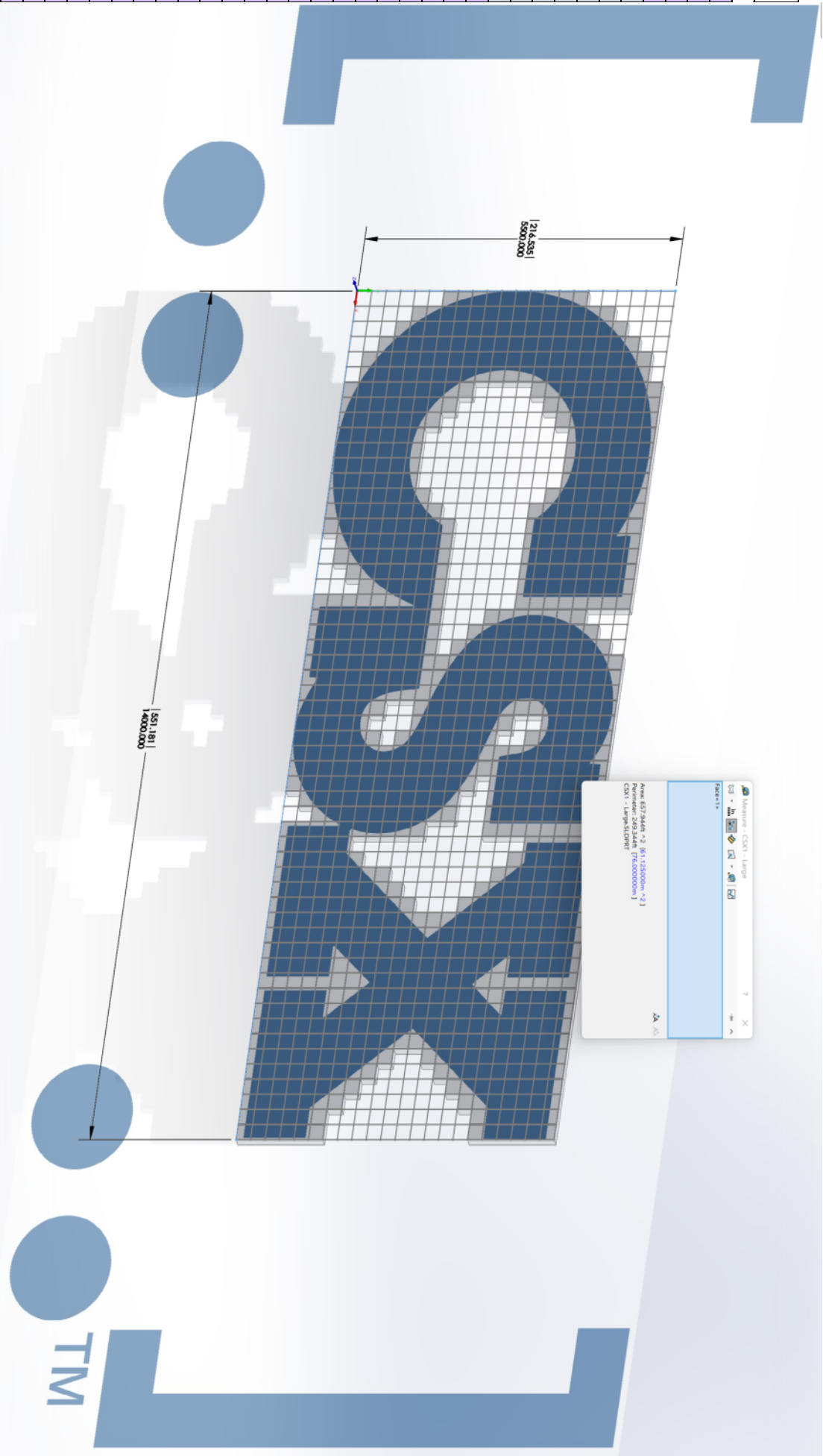
EMC SPECS



MECHANICAL & ELECTRICAL DATA IN THIS QUOTE  
ARE ESTIMATED. USE ENGINEERING DRAWINGS FOR

Series	Performance
Number of Sides	Single Sided
Pixel Pitch	P10.4 ODFE - 250x250
Max Brightness (Nits)	8000 nits
Viewable Width	551.18 in - 45.93 ft - 14 m
Viewable Height	216.54 in - 18.04 ft - 5.5 m
Estimated Total Depth	6 in - 0.5 ft - 0.152 m
Diagonal	592.19 in - 49.35 ft - 15.042 m
Total viewable area of Display	657.94 sqft - 61.125sqm
Estimated Total Display Weight (lbs)	6645
Estimated Total Display Weight (kg)	3014
Selected Working Voltage (Single Phase)	120 VAC
Est. Number of 120 VAC 20 Amp Circuits	22
Est. Power consumption max Watts	52635
Est. Power consumption average Watts	15791
Est. BTU/hr All White Full Power	179591
Est. BTU/hr Average Running Video	53877
Module Resolution	24 x 24
Resolution Width	1344
Resolution Height	528
Total Pixel count	563,328
Est. Data Cables (Per Display)	2
DIU Chassis & SC (Per Display)	2 DIU Chassis Includes QTY 1 4K DIU
Nixel count (Per Display)	56 Wide x 22 High per face - Total Nixels 978 *
Hor. Viewing Angle (L50)	140 degrees
Vert. Viewing Angle (L50)	140 degrees
Refresh Frequency	960hz - 4800hz (Customizable)
Colour Temp	6500K ~ Adjustable
Life Span To Half Brightness	100,000 Hours
Operating Temperature	-20-50C
Storage Temperature	-20-50C
Standard Warranty	3 Years

\* 254 Nixels removed to fit shape



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**CSX - HQ**

**500 Water Street**  
**DDRB 2023-022**

TM



CSX HQ Top Cap LED Project					Neighbor Property			
					Lofts at Jefferson Street	Doubletree by Hilton Hotel Riverfront	Southerly at Southbank Apartments	
					Distance (ft)	1250	2400	2300
Reference Maximum Brightness P100 Setting	100% Max Brightness (Day Mode, Full white test pattern)	Display	Base Product	Display ft*2	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	8000 8000	6.417	1.741	1.895
	30% Average Brightness (Day Mode, running content)	Display	Base Product	Display ft*2	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	2400 2400	1.925	0.522	0.569
Pre-Curfew Max Brightness P100 Setting	100% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft*2	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	931515	6.417	1.741	1.895
	30% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft*2	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	279454	1.925	0.522	0.569
Post-Curfew Max Brightness P46 Setting	46% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft*2	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	428497	2.952	0.801	0.872
	14% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft*2	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train) CSX Rooftop (Logo)	Performance Outdoor 10mm Performance Outdoor 10mm	735 518.3	128549	0.886	0.240	0.262

Reference

Pre-Curfew <=8.0 Lux

Post-Curfew <=3.0 Lux

https://highways.dot.gov/safety/other/visibility/fivea-lighting-handbook-august-2012/5-considerations-concerning-lighting

See Chart 1.1

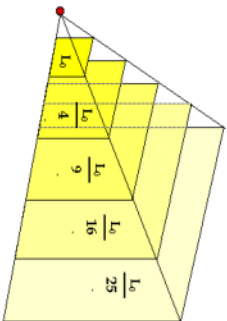
At P100 (100% Brightness) Full white content will not exceed light trespass limits for LZ 3

At P46 (46% Brightness) Full white content will not exceed light trespass limits for LZ 3

More on Brightness as a Function of Distance.  
<https://imagine.gsfc.nasa.gov/features/yba/M31\_velocity/lightcurve/more.html>

The intensity or brightness of **light** as a function of the distance from the light source follows an **inverse square relationship**. Suppose you were to use a light **meter** to measure an initial intensity **I<sub>0</sub>**, or brightness, a distance **r** from a light source. Suppose that some time later the brightness of the light is either greater or lesser; if the intensity diminished you would know that the source was moving away from you and if it became brighter you would know that the source was moving towards you (assuming the light source itself remained the same).

This relationship can be illustrated by the diag931am below, which shows the apparent brightness of a source with **luminosity** **L<sub>0</sub>** at distances **r**, **2r**, **3r**, etc. Notice that as the distance increases, the light must spread out over a larger surface and the surface brightness decreases in accordance with a "one over r squared" relationship. The decrease goes as **r squared** because the area over which the light is spread is proportional to the distance squared.



An example of the "one over r-squared" relationship for light.

If M31 is moving with respect to the Earth, you should be able to see a change in its apparent brightness if you take two measurements at different times. Measuring this change would allow you to calculate its speed.

LZ 3: Moderately high ambient lighting

Areas of human activity where the vision of human residents and users is adapted to moderately high light levels. Lighting is generally desired for safety, security, and/or convenience, and it is often uniform and/or continuous. After curfew, lighting may be extinguished or reduced in most areas as activity levels decline.

Chart 1.1		
Designation	Recommended Maximum Illuminance Level (fc)	Post Curfew (Not Applicable to Roadway Lighting)
Pre-Curfew		
LZ 1	1.0 lux	0.0 lux
LZ 2	3.0 lux	1.0 lux
LZ 3	8.0 lux	3.0 lux
LZ 4	15.0 lux	6.0 lux

Figure 21 - Spill Light Levels

It is important to note that the reduction or elimination of light trespass must never take precedence over the provision of adequate roadway lighting. Lighting the area adjacent to roadway travel lanes (typically within or adjacent to the road right of way) can benefit a driver's peripheral vision. This can also provide better visibility of crossroads, driveways, and sidewalks. Lighting the area adjacent to the road can also help in the detection of large animals that may pose a safety hazard. Balancing the needs of the road user with any potential impacts of the lighting system can be difficult for many roadway types, but the issue needs to be approached holistically.



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# CSX - HQ

## 500 Water Street

## DDRB 2023-022

## EXHIBIT C

NOVEMBER 9, 2023 DDRB TRANSCRIPT

<p style="text-align: center;">CITY OF JACKSONVILLE DOWNTOWN DEVELOPMENT REVIEW BOARD MEETING</p> <p>Proceedings held on Thursday, November 9, 2023, commencing at 2:00 p.m., at the Jacksonville Public Library, 303 North Main Street, Conference Room G4, Jacksonville, Florida, before Diane M. Tropa, FPR, a Notary Public in and for the State of Florida at Large.</p> <p>BOARD MEMBERS PRESENT:</p> <p>LINZEE OTT, Acting Chair. GARY MONAHAN, Secretary. TREVOR LEE, Board Member. FREDERICK JONES, Board Member. JOSEPH LORETTA, Board Member.</p> <p>ALSO PRESENT:</p> <p>GUY PAROLA, DIA, Operations Manager. SUSAN KELLY, DIA, Redevelopment Coordinator. CARLA LOPERA, Office of General Counsel. CHRIS MILLER, City Council Member/Liaison.</p> <p style="text-align: center;">- - -</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">3</p> <p>1 BOARD MEMBERS: (No response.)</p> <p>2 THE CHAIRWOMAN: Wonderful. The October</p> <p>3 meeting minutes are approved.</p> <p>4 Just a quick reminder, if you guys haven't</p> <p>5 signed in before we get started, the sign-up</p> <p>6 sheets are up here on the counter. And that</p> <p>7 would be really helpful if you could just make</p> <p>8 sure to sign in at some point in time.</p> <p>9 Our first item on the agenda --</p> <p>10 MS. KELLY: If I may, so through the Chair</p> <p>11 to the board, we've had a request that one of</p> <p>12 the items, the rezoning, move up, conventional</p> <p>13 rezoning. And part of the reason is because we</p> <p>14 have many meetings -- which is one of the</p> <p>15 reasons we're in here -- that are overlapping.</p> <p>16 And so in order for the applicant to get</p> <p>17 somewhere else, we're going to try to go ahead</p> <p>18 and take up the rezoning.</p> <p>19 THE CHAIRWOMAN: That being said, we're</p> <p>20 going to go ahead and open the public hearing</p> <p>21 on Item Number 2023-0751, which is the</p> <p>22 West Ashley Street conventional rezoning.</p> <p>23 Staff, we would love a report.</p> <p>24 MS. KELLY: Yes. Okay. So DDRB</p> <p>25 Application 2023- -- sorry about that --</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">2</p> <p>1 PROCEEDINGS</p> <p>2 November 9, 2023 2:00 p.m.</p> <p>3 - - -</p> <p>4 THE CHAIRWOMAN: All right. Ladies and</p> <p>5 gentlemen, I'm going to call the meeting to</p> <p>6 order. Thank you for everyone's patience. I</p> <p>7 hope everyone found the room okay.</p> <p>8 Okay. We have a few things on the agenda</p> <p>9 today. Thanks for bearing with us in a</p> <p>10 different room, different setup.</p> <p>11 The first item is -- we're going to talk</p> <p>12 about the October minutes, so I'm going to open</p> <p>13 the October minutes.</p> <p>14 BOARD MEMBER LORETTA: Move to approve the</p> <p>15 October 12th minutes.</p> <p>16 THE CHAIRWOMAN: Okay.</p> <p>17 BOARD MEMBER MONAHAN: Second.</p> <p>18 THE CHAIRWOMAN: Thank you.</p> <p>19 Motion by Mr. Loretta, I think second by</p> <p>20 Mr. Monahan.</p> <p>21 Any discussion? Any questions?</p> <p>22 BOARD MEMBERS: (No response.)</p> <p>23 THE CHAIRWOMAN: All right. All in favor</p> <p>24 of approving the October minutes?</p> <p>25 BOARD MEMBERS: Aye.</p> <p>THE CHAIRWOMAN: Any opposed?</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">4</p> <p>1 Ordinance 2023-0751 seeks to rezone the</p> <p>2 property at 331 West Ashley Street from PUD to</p> <p>3 CCBD. The subject site is part of the Pearl</p> <p>4 Street District multiphase plan that was</p> <p>5 approved at the October DDRB meeting last</p> <p>6 month.</p> <p>7 The property -- this little sliver of this</p> <p>8 property -- so, basically, all of the master</p> <p>9 plan sites are CCBD except for this parcel. So</p> <p>10 this parcel was zoned PUD in 1996. And since</p> <p>11 that time, as you all know, conventional zoning</p> <p>12 districts within downtown have been</p> <p>13 consolidated into the CCBD.</p> <p>14 So the applicant plans to redevelop the</p> <p>15 site in alignment with the conventional</p> <p>16 district. And, as a result, staff recommends</p> <p>17 approval of Ordinance 2023-0751, and I'm happy</p> <p>18 to take any questions.</p> <p>19 THE CHAIRWOMAN: All right. Do any board</p> <p>20 members have questions for staff?</p> <p>21 Okay. Is there an applicant presentation?</p> <p>22 (Mr. Diebenow approaches the podium.)</p> <p>23 MR. DIEBENOW: My name is Steve Diebenow.</p> <p>24 My address is One Independent Drive, Suite</p> <p>25 1200.</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">5</p> <p>1 I'm here on behalf of Cyndy Trimmer, 2 and -- don't ask me any hard questions, please. 3 I'm happy to answer any questions you may have. 4 Cyndy has all the answers. 5 This is just to conform exactly what the 6 staff said. We're just looking to conform 7 everything to the CBD [sic] and -- still 8 subject to all the other rules and regulations 9 that govern development on the site. 10 Thanks. 11 THE CHAIRWOMAN: Questions for the 12 applicant? 13 BOARD MEMBERS: (No response.) 14 THE CHAIRWOMAN: Okay. Staff, do we have 15 any public comment? 16 MS. KELLY: I don't have any cards. 17 THE CHAIRWOMAN: Okay. Does anybody wish 18 to file a public comment card or make a public 19 comment at this time? 20 AUDIENCE MEMBERS: (No response.) 21 THE CHAIRWOMAN: Okay. Thank you. 22 Okay. Then we'll go ahead and close the 23 public hearing. 24 Mr. Secretary, is there a motion to 25 call the -- Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">7</p> <p>1 BOARD MEMBER LORETTA: I don't think I 2 have any comments. I'll ask just -- so here -- 3 this exhibit right here prepared by somebody, 4 to staff, the red is the only parcel that we're 5 changing? 6 MS. KELLY: Through the Chair, that is 7 correct. 8 BOARD MEMBER LORETTA: And so, then, the 9 remaining parcels may be associated with the 10 19- -- 11 MS. KELLY: 1996 -- 12 BOARD MEMBER LORETTA: -- PUD exists -- 13 will we maintain as the PUD -- 14 MS. KELLY: They are. It's just -- 15 BOARD MEMBER LORETTA: It's fine. I just 16 wanted to confirm that -- 17 MS. KELLY: It's just an issue for that 18 property owner to then handle. 19 BOARD MEMBER LORETTA: Okay. I just 20 wanted to confirm. 21 Okay. Thank you. 22 THE CHAIRWOMAN: Council Member Miller. 23 COUNCIL MEMBER MILLER: (Shakes head.) 24 THE CHAIRWOMAN: Okay. Great. 25 All right. I'm going to call for having Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">6</p> <p>1 BOARD MEMBER MONAHAN: Yes. 2 Madam Chair, move Ordinance 2023-0751. 3 THE CHAIRWOMAN: Is there a second to hear 4 the item? 5 BOARD MEMBER JONES: Second. 6 THE CHAIRWOMAN: Awesome. Great. 7 Thank you, Secretary Monahan and Board 8 Member -- 9 BOARD MEMBER JONES: Jones. Board Member 10 Fred. 11 THE CHAIRWOMAN: Board Member Fred, thank 12 you. 13 BOARD MEMBER JONES: You can call me that. 14 THE CHAIRWOMAN: Okay. Any board 15 discussion? 16 BOARD MEMBERS: (No response.) 17 THE CHAIRWOMAN: All right. We'll start 18 with Board Member Fred. 19 BOARD MEMBER JONES: No. It's great. 20 THE CHAIRWOMAN: Secretary Monahan. 21 BOARD MEMBER MONAHAN: No comments, Madam 22 Chair. 23 THE CHAIRWOMAN: Board Member Lee. 24 BOARD MEMBER LEE: No comments. 25 THE CHAIRWOMAN: Board Member Loretta. Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">8</p> <p>1 the item moved and seconded for approval. I'm 2 going to call Ordinance 2023-0751 for a vote. 3 All in favor of approving, say aye. 4 BOARD MEMBERS: Aye. 5 THE CHAIRWOMAN: Any opposed? 6 BOARD MEMBERS: (No response.) 7 THE CHAIRWOMAN: Wonderful. Thank you. 8 MS. KELLY: Madam Chair, can I bring 9 something up? 10 THE CHAIRWOMAN: Please. 11 MS. KELLY: Just for the record, and just 12 as a -- kind of a reminder, I think that it's 13 very interesting and very cool that the past 14 two rezonings we had have gone from PUD to 15 CCBD, which tells us that the rezoning of late 16 is working because it's getting away from 17 that -- the PUD realm. 18 So that's all I wanted to say. 19 MR. PAROLA: Did Steve hear that? 20 MS. KELLY: No, the -- 21 THE CHAIRWOMAN: He just stepped out. 22 BOARD MEMBER LORETTA: He left. 23 THE CHAIRWOMAN: Okay. We're going to 24 move on to application 2023-022, the CSX 25 special sign exception. Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>



<p style="text-align: right;">9</p> <p>1 I'm going to open the public hearing on 2 this item, and we would love to hear a staff 3 report. 4 MS. KELLY: Yes, Madam Chair. 5 Okay. DDRB Application 2023-022 is a 6 special sign exception for a building 7 identification wall sign. This is to replace 8 the existing signs on the south and north 9 elevations of the CSX building at 500 Water 10 Street. 11 So the applicant is proposing two signs at 12 1,656 square feet each. One of them faces 13 north, towards the central court; and one faces 14 south to the river. The same sign is planned 15 for each elevation. And the applicant, I'm 16 sure, will explain this in more detail, but 17 each sign is composed of these two components. 18 But we've taken the cumulative square footage. 19 So the previous approval by DDRB for this 20 one -- it's in the middle -- for that sign, was 21 done in 2010. And each sign, at that time, was 22 approved to be about 1,200 square feet. 23 So one of staff's conditions that you will 24 see is that the sign -- the size of the 25 proposed sign not to exceed the existing. Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">11</p> <p>1 these conditions are designed to let the 2 technology move ahead while also, hopefully, 3 keeping that visual presence compatible with 4 the existing skyline signs. 5 We talked about Number 1. 6 Condition Number 2 is that signs shall be 7 turned off, if not fully operational, as 8 designed and permitted. 9 Three, the image's colors on the signs 10 shall remain static. No animations, movements, 11 or flashes shall be permitted unless the sign's 12 images or colors are being coordinated with 13 some sort of City-sponsored waterfront 14 activation. Like, the City is planning some 15 light and sound shows along the waterfront, 16 which haven't happened yet, but if that should 17 come to pass and they are able to coordinate it 18 with those shows, then we would be okay with 19 that. 20 The fourth one is that images and colors 21 on the signs shall have a hold time or dwell 22 time of no less than 24 hours; again, unless 23 these are being coordinated for some sort of 24 riverfront activation. 25 And then 5 is in relationship to the Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">10</p> <p>1 So these signs -- so this is very 2 interesting. And, thankfully, the applicant is 3 going to explain this in much further detail. 4 So the signs are composed of digital 5 channel letters and they can operate similar to 6 an electronic message center. Now, staff was 7 very pleased about what this was. We met with 8 the applicant, we talked with them about it. 9 So one of the things that we've done -- we 10 want to acknowledge that sign technology is 11 evolving and that it is likely evolving faster 12 than our Code is evolving. And so it is 13 entirely possible that technological 14 improvements would become a welcome enhancement 15 to that downtown skyline if there's some 16 appropriate guardrails in place, if it's sort 17 of a -- an interim step. 18 So with that, keeping that in mind -- I've 19 already talked about the size. So staff 20 is -- we are recommending approval with 21 conditions. 22 The first condition is the size, and all 23 of the other ones relate to the operation and 24 the functionality of the sign. 25 So I'll go through these, but basically Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">12</p> <p>1 brightness; that it shall not exceed the 2 guidance that was provided in the FHWA lighting 3 handbook from 2023, which the applicant has 4 submitted and which they will be able to speak 5 to. 6 And so I'm happy to take any questions. 7 THE CHAIRWOMAN: Any questions for staff? 8 BOARD MEMBER MONAHAN: I have a question. 9 THE CHAIRWOMAN: Please. 10 BOARD MEMBER MONAHAN: Through the Chair 11 to Ms. Kelly, so the copy area is not 12 increasing? 13 MS. KELLY: No. Through the Chair, the 14 copy area that they have proposed is increased 15 by 400-and-change, 400 square feet and change. 16 As -- so as -- I know our board knows. For 17 this height of the building, the sign to be 18 within Code would be 400 square feet. 19 So the one that is currently up there is 20 just -- just so we have that in front of us. 21 That (inaudible) in the middle, that one should 22 be 1,200 square feet. So the one that they are 23 proposing, which is that guy (indicating) -- 24 like, together -- those two pieces together are 25 1,656 -- 1,656 square feet. Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">13</p> <p>1 BOARD MEMBER MONAHAN: Thank you.</p> <p>2 THE CHAIRWOMAN: Mr. Loretta.</p> <p>3 BOARD MEMBER LORETTA: And this is</p> <p>4 probably a question for the applicant, and he</p> <p>5 can prepare to answer this question, but --</p> <p>6 So if you look at the logo on this page</p> <p>7 right here, the -- and you can see it in the</p> <p>8 image to the top left. It says it's 18 feet</p> <p>9 tall, but it's not 18 feet tall. It's probably</p> <p>10 more like 10 feet tall. It's just got a box</p> <p>11 around it that's for some reason 18 feet.</p> <p>12 And so that all being said, if you look at</p> <p>13 that picture on the right, and that thing is a</p> <p>14 heck of a lot taller than what's on the left,</p> <p>15 regarding the train, what I'm getting at.</p> <p>16 So my question to you, did you have any</p> <p>17 discussion with staff on -- or with the</p> <p>18 applicant in regards to why they're claiming</p> <p>19 that 18 feet by 46 versus, let's say, more 10</p> <p>20 by 46 on the left?</p> <p>21 MS. KELLY: Through the Chair, yes.</p> <p>22 They will be able to explain this more,</p> <p>23 but it's basically because that train is on a</p> <p>24 screen, so the --</p> <p>25 BOARD MEMBER LORETTA: Okay. So it's on a</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">15</p> <p>1 questions for you.</p> <p>2 Bryan.</p> <p>3 (Mr. Tucker approaches the podium.)</p> <p>4 MR. TUCKER: Thank you.</p> <p>5 I just first want to express how much of</p> <p>6 an honor it is to address the board and share</p> <p>7 our plans and humbly seek approval for the</p> <p>8 enhanced signage on our corporate headquarters</p> <p>9 building.</p> <p>10 You know, at CSX we are very proud to call</p> <p>11 Jacksonville home. We are the largest of the</p> <p>12 four Fortune 500 companies that are based here</p> <p>13 in Jacksonville. We are a large employer with</p> <p>14 over 5,000 people that call Jacksonville home.</p> <p>15 It's something that we are, obviously, very</p> <p>16 proud of. And our headquarters building has</p> <p>17 been a landmark of the downtown skyline for</p> <p>18 decades.</p> <p>19 You know, at CSX you may have heard that,</p> <p>20 you know, there's a -- there's a new spirit</p> <p>21 with the company under the leadership of our</p> <p>22 new CEO. You might say that the CSX pride is</p> <p>23 back, and I can tell you that that spirit is</p> <p>24 with the employees. And with that drive and</p> <p>25 that spirit, that's how we are facing the</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">14</p> <p>1 screen that's not visible in the sketch?</p> <p>2 MS. KELLY: Bingo. That's as I understand</p> <p>3 it. But they're going to be able to --</p> <p>4 BOARD MEMBER LORETTA: So we'll ask the</p> <p>5 gentleman to explain that.</p> <p>6 MS. KELLY: Yeah, they're going to be able</p> <p>7 to explain that better.</p> <p>8 BOARD MEMBER LORETTA: Thank you.</p> <p>9 THE CHAIRWOMAN: Okay. Other questions</p> <p>10 for staff?</p> <p>11 BOARD MEMBERS: (No response.)</p> <p>12 THE CHAIRWOMAN: All right. Seeing none,</p> <p>13 we'll move on to an applicant presentation.</p> <p>14 (Mr. Taylor approaches the podium.)</p> <p>15 MR. TAYLOR: Good afternoon, ladies and</p> <p>16 gentlemen.</p> <p>17 Randy Taylor, Taylor Sign &amp; Design, 4162</p> <p>18 St. Augustine Road.</p> <p>19 Yes, today we're here to propose digital</p> <p>20 channel letters for the north and the south</p> <p>21 side of the CSX building.</p> <p>22 To start off with, I'd like to introduce</p> <p>23 Bryan Tucker. He's with CSX, and he would like</p> <p>24 to talk about his vision for the sign, and then</p> <p>25 I will come back and answer all the technical</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">16</p> <p>1 future. And with this future, we're facing it</p> <p>2 with a strong ambition. And this ambition not</p> <p>3 only is for how we plan to grow our business</p> <p>4 going forward, but also our ambitions for our</p> <p>5 role in this community. And we believe that it</p> <p>6 is very important for our corporate signage to</p> <p>7 be a visual representation of this spirit and</p> <p>8 of this project.</p> <p>9 Unfortunately, over the decades that we've</p> <p>10 been a part of this skyline, the signage has</p> <p>11 gotten a little tired. It's actually out of</p> <p>12 date with our current -- with our current</p> <p>13 branding.</p> <p>14 So what we are proposing is this</p> <p>15 simplified yet bold, sleek representation --</p> <p>16 visual representation of who we are at CSX and</p> <p>17 what we do. You can see the strong image of</p> <p>18 the locomotive.</p> <p>19 It is our hope that we are able to move</p> <p>20 forward with this project and that we provide</p> <p>21 this symbol of who we are for our employees,</p> <p>22 give them something that they can be proud of.</p> <p>23 And also, in turn, hopefully give the</p> <p>24 Jacksonville people something that they can be</p> <p>25 proud of, having a company like CSX as part of</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">17</p> <p>1 the community.</p> <p>2 Now, I understand that we are asking for</p> <p>3 some exceptions with regards to size, but</p> <p>4 I -- what I -- what we're asking for I believe</p> <p>5 is reasonable. And when you have the technical</p> <p>6 explanation, I think that you will see that</p> <p>7 we're not trying to bring Vegas or Times Square</p> <p>8 to Jacksonville.</p> <p>9 We are as committed as you are to ensuring</p> <p>10 the aesthetic integrity of downtown. We're</p> <p>11 just trying to bring some dynamism and be able</p> <p>12 to have the flexibility to tie our signage in</p> <p>13 occasionally with activities that are taking</p> <p>14 place in the city or holidays that are</p> <p>15 celebrated on occasion.</p> <p>16 So I appreciate you giving me the time to</p> <p>17 talk to you about this project that we're all</p> <p>18 very excited about, and I will be prepared to</p> <p>19 answer any of your questions, technical</p> <p>20 questions as well, but I'll leave that to the</p> <p>21 experts. But if you have any questions, I'll</p> <p>22 be happy to take them.</p> <p>23 THE CHAIRWOMAN: Any questions?</p> <p>24 BOARD MEMBERS: (No response.)</p> <p>25 MR. TUCKER: Thank you.</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">19</p> <p>1 it would be painted to match the color of the</p> <p>2 building, rectangular -- so you wouldn't notice</p> <p>3 that from that distance.</p> <p>4 The locomotive, that's their corporate</p> <p>5 image. And in order to get the detail of that</p> <p>6 locomotive, technology is the way to go. With</p> <p>7 the technology today, you can get the minute</p> <p>8 details, the colors, the detail with the</p> <p>9 hitches, the windows. Everything in that --</p> <p>10 the colors, everything would be vibrant, would</p> <p>11 be to scale.</p> <p>12 With that particular board, it will be a</p> <p>13 rectangle, but they will block out the</p> <p>14 background part of it, which would be the same</p> <p>15 color as the building. So you won't see the</p> <p>16 black screen or anything behind the locomotive.</p> <p>17 What you would see is the beige color of the</p> <p>18 building and just the impression of the</p> <p>19 locomotive itself.</p> <p>20 So with that being said, it does have the</p> <p>21 ability, as you mentioned, to change. If you</p> <p>22 guys have a -- Friendship Park had something</p> <p>23 going on, if you wanted to put something on</p> <p>24 that screen, you could take advantage of the</p> <p>25 whole screen, and then we would go back to the</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">18</p> <p>1 I'll turn it over to the experts.</p> <p>2 MR. TAYLOR: Thank you.</p> <p>3 Okay. So I know you all want to get into</p> <p>4 the technical part of this so you can</p> <p>5 understand completely what we're doing here.</p> <p>6 The CSX letters, we'll start with that.</p> <p>7 That is a -- these are digital channel letters,</p> <p>8 which means they're like an electronic message</p> <p>9 center. They have abilities to change and do</p> <p>10 different things as far as colors go. There</p> <p>11 is -- color will be static for the most part,</p> <p>12 for their corporate colors, but it wouldn't be</p> <p>13 able to change. There's things you can do with</p> <p>14 these boards that could help the community if</p> <p>15 so needed.</p> <p>16 Basically, what that would be is -- the</p> <p>17 CSX are contoured modules that would be</p> <p>18 digitally imposed up there. So you're only</p> <p>19 going to see the CSX -- like most message</p> <p>20 centers, you would see a rectangle, you would</p> <p>21 see letters inside that rectangle. With those</p> <p>22 letters, they would be custom. They would have</p> <p>23 a -- rectangular around the letters that would</p> <p>24 block out the rest of the board. So just the</p> <p>25 letters themselves would light up. The rest of</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">20</p> <p>1 locomotive.</p> <p>2 As we stated, I mean, we're fine with all</p> <p>3 the conditions as far as the hold times and</p> <p>4 things like that not changing, flashing or</p> <p>5 anything like that. This would be a static</p> <p>6 sign that would just give the vibrance of the</p> <p>7 new technology.</p> <p>8 The ability to do things with this is</p> <p>9 what -- what the -- what everything is leading</p> <p>10 towards in these -- in this day and age. So,</p> <p>11 therefore, this would be a cutting-edge-type</p> <p>12 sign.</p> <p>13 As far as compared to any other signage in</p> <p>14 the city, looking up at it, you wouldn't notice</p> <p>15 a difference in color. It would be more</p> <p>16 vibrant maybe, but it wouldn't be blaring in</p> <p>17 your face. I do have the ability to dim the</p> <p>18 sign down. So if -- people are always</p> <p>19 concerned about brightness. And with -- with</p> <p>20 that, we do have the ability to dim it or</p> <p>21 brighten it. You actually brighten it during</p> <p>22 the day and dim it at night. So that can be</p> <p>23 consistent with whatever the rules and regs</p> <p>24 would be to control that, but that's controlled</p> <p>25 remotely.</p> <p style="text-align: right;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">21</p> <p>1 As far as averages go with that sign, you</p> <p>2 know, sometimes the sign has got a letter out,</p> <p>3 it looks terrible, it's not a good sight for</p> <p>4 the city. So, therefore, with that being said,</p> <p>5 you -- we can remote into that sign, diagnose</p> <p>6 what's wrong with it, they overnight the part</p> <p>7 for that, and then we go ahead and install that</p> <p>8 part.</p> <p>9 So they can shut that down, as requested</p> <p>10 in the staff report, to make sure that it</p> <p>11 doesn't have that. So we can shut it down</p> <p>12 with -- the sign would be back up within a day</p> <p>13 or two, based on the part being shipped or</p> <p>14 overnighted to us, and we replace that part and</p> <p>15 then it would be back to good.</p> <p>16 When it does shut down, this -- so you</p> <p>17 would know, it would just be black letters,</p> <p>18 basically, up there. So you would have a black</p> <p>19 channel letter up there as opposed to the blue,</p> <p>20 which is their color. Once it comes back on,</p> <p>21 we're back up and running to the regular</p> <p>22 colors.</p> <p>23 Does anybody have any questions so far?</p> <p>24 THE CHAIRWOMAN: Mr. Loretta.</p> <p>25 BOARD MEMBER LORETTA: So the CSX, or the</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">23</p> <p>1 be metal retainers that go around that --</p> <p>2 MR. TUCKER: Metal coping.</p> <p>3 MR. TAYLOR: Yes, it's like a metal coping</p> <p>4 that would cover up that -- the other part of</p> <p>5 the digital board. So with that board, you</p> <p>6 wouldn't have the --</p> <p>7 BOARD MEMBER LORETTA: So it would be</p> <p>8 tough to, like, write a name or a word over</p> <p>9 this because it's, like, over the text itself?</p> <p>10 MR. TAYLOR: Right. CSX would say CSX.</p> <p>11 BOARD MEMBER LORETTA: Okay.</p> <p>12 MR. TAYLOR: The locomotive --</p> <p>13 BOARD MEMBER LORETTA: So the locomotive</p> <p>14 could then -- it could almost become a TV</p> <p>15 screen?</p> <p>16 MR. TAYLOR: Correct, yes. Correct.</p> <p>17 BOARD MEMBER LORETTA: Thank you.</p> <p>18 That's what I'm just trying to understand.</p> <p>19 So we could almost -- you could actually</p> <p>20 have the locomotive, like, tires turning all</p> <p>21 the time, even though we're probably, by Code,</p> <p>22 not allowed to, based on what Susan put in --</p> <p>23 MR. TAYLOR: Correct.</p> <p>24 It does have the capability to do things</p> <p>25 like that, to have movement and stuff. But,</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">22</p> <p>1 train, either one, right? So am I</p> <p>2 understanding -- if it was going to have a part</p> <p>3 of, like, Friendship Fountain show, is the</p> <p>4 entire 18-by-46 rectangle that would be</p> <p>5 decorated or just the portion of the CSX</p> <p>6 letters would be decorated?</p> <p>7 MR. TAYLOR: So the CSX are a contoured</p> <p>8 digital board. Now, the locomotive would be a</p> <p>9 rectangle. So the locomotive would be -- the</p> <p>10 background would be blacked out, kind of, but</p> <p>11 not blacked out. It would be made the color of</p> <p>12 the building so that you can see --</p> <p>13 BOARD MEMBER LORETTA: That exhibit makes</p> <p>14 it look like it's a rectangle. So you're</p> <p>15 saying -- I mean, I guess I'm sort of trying to</p> <p>16 compare this to the Jaguar Jumbotron. Like,</p> <p>17 that logo itself is within the whole Jumbotron.</p> <p>18 Obviously, this is a little bit different,</p> <p>19 so -- there's actually nothing right here</p> <p>20 (indicating)?</p> <p>21 MR. TAYLOR: Correct. That will</p> <p>22 be -- there will be retainers that go around</p> <p>23 that; am I correct?</p> <p>24 MR. TUCKER: Yes.</p> <p>25 MR. TAYLOR: So it would be -- there would</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">24</p> <p>1 obviously, we have to adhere to the Code.</p> <p>2 BOARD MEMBER LORETTA: And then -- and so</p> <p>3 back to my question, which I asked Ms. Kelly,</p> <p>4 the reason for the 18 feet is just for a larger</p> <p>5 display when it's not -- when it's not the</p> <p>6 train?</p> <p>7 Eighteen feet tall, because the train</p> <p>8 portion -- well, at least in one of the</p> <p>9 exhibits, the train portion is only around 10,</p> <p>10 12 feet tall; whereas, in the other exhibit,</p> <p>11 it's probably closer to 18 feet tall.</p> <p>12 MR. TUCKER: That actually is not to</p> <p>13 scale, that --</p> <p>14 BOARD MEMBER LORETTA: So I just --</p> <p>15 MR. TUCKER: So you should --</p> <p>16 (Simultaneous speaking.)</p> <p>17 MR. TAYLOR: That one is the correct</p> <p>18 square footage.</p> <p>19 BOARD MEMBER LORETTA: So --</p> <p>20 THE CHAIRWOMAN: Would you indicate what</p> <p>21 page -- which is the correct page?</p> <p>22 BOARD MEMBER LORETTA: So -- I'm sorry.</p> <p>23 So I'm -- the first page of this exhibit,</p> <p>24 you see how the train is not the entire size of</p> <p>25 the -- of the 18-inch-tall -- or 18 feet tall,</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

25

1    whereas, this train in this exhibit is kind of  
2    the -- the height?  
3       And so, then, both -- so what's the reason  
4    for the extra -- I mean, you guys are getting  
5    pinged on this extra 4 feet of height, for an  
6    extra 8 feet of height or so, so what's the  
7    reason for it?  
8       MR. TAYLOR: That --  
9       BOARD MEMBER LORETTA: Do you understand  
10   my question?  
11       MR. TAYLOR: Yes, I do.  
12       BOARD MEMBER LORETTA: Okay.  
13       MR. TAYLOR: I'd like to defer to Arch for  
14   that --  
15       BOARD MEMBER LORETTA: Okay.  
16       (Mr. Nelson approaches the podium.)  
17       MR. TAYLOR: -- if I could.  
18       So --  
19       MS. KELLY: If you will come state your  
20   name and address for the record, please.  
21       MR. NELSON: Sure.  
22       THE CHAIRWOMAN: Thank you.  
23       MR. NELSON: I'm Arch Nelson. I represent  
24   the manufacturer, NanoLumens, in Atlanta,  
25   Georgia.  
      Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203  
      (904) 821-0300

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1       So I think the question is -- so the C,  
2   the S, and the X are -- are like a  
3   cookie-cutter, right? So they're in pieces by  
4   themselves. So you -- you only have the square  
5   footage of the actual LED in those letters, and  
6   so I think that's why it's probably a less  
7   amount of square feet than you -- than it  
8   appears, right?  
9       The height on the right can be any -- I  
10   mean, they can both be any height that you want  
11   it to be, right? So --  
12       And this is the one we're looking at,  
13   correct (indicating)? That's the correct one?  
14       BOARD MEMBER LORETTA: Yes.  
15       I'm sorry. If I -- I'll try to explain my  
16   question to you --  
17       MR. NELSON: Okay.  
18       BOARD MEMBER LORETTA: -- a different --  
19   well, hopefully the same way, but -- I don't  
20   know, maybe you'll understand a little better.  
21       You see in this exhibit, the brown space,  
22   tan space to the north and top --  
23       MR. NELSON: Yes.  
24       BOARD MEMBER LORETTA: -- south of  
25   the -- top and bottom of the train. It's  
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1    approximately 2 to 3 feet on both sections of  
2    it.  
3       MR. NELSON: Right.  
4       BOARD MEMBER LORETTA: And so right now,  
5   because this whole thing, the 18 by 46, is  
6   being considered a sign panel because if you  
7   turn it into a separate TV, per se --  
8       MR. NELSON: Well --  
9       BOARD MEMBER LORETTA: -- why can it not  
10   just be 14 feet tall so you're not  
11   getting -- because, you know, staff is already  
12   saying, hey, we're going to limit you down to  
13   1,100 square feet.  
14       MR. NELSON: Now I understand the  
15   question. Okay. So here's the thing: We're  
16   trying to get the locomotive to look as  
17   authentic as possible, right? And so putting  
18   that on a flat rectangle gives you the ability  
19   to do that.  
20       If I was to literally cut out all the  
21   edges around the locomotive, that's a custom  
22   thing, and it's extremely expensive, right?  
23       BOARD MEMBER LORETTA: I'm not asking  
24   that.  
25       MR. NELSON: Okay. Because that's -- I  
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      (904) 821-0300

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1    mean, if we --  
2       BOARD MEMBER LORETTA: Unfortunately, I  
3   don't think -- I don't know how else to  
4   describe the question, so I'll let --  
5       THE CHAIRWOMAN: I think -- I think --  
6   Mr. Nelson, I think Joe might be asking -- so  
7   the aspect, the ratio of the actual image of  
8   the train --  
9       MR. NELSON: Right.  
10       THE CHAIRWOMAN: -- versus the dimensions  
11   of the square -- or, excuse me, rectangular  
12   board. If we're building a rectangle this  
13   size, why is the image of the train not filling  
14   the full rectangle, vice versa? If we're going  
15   to have a rectangular board, should the image  
16   not fill to the edges --  
17       MR. NELSON: Right. You can fill it all  
18   the way to --  
19       THE CHAIRWOMAN: Is that your question,  
20   Mr. Loretta?  
21       BOARD MEMBER LORETTA: Well, yeah. But in  
22   this exhibit, it -- it's not filling to the  
23   edges --  
24       THE CHAIRWOMAN: Correct.  
25       BOARD MEMBER LORETTA: -- so why have the  
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1 panel as big when staff is already saying --  
2 MR. NELSON: Gotcha.  
3 BOARD MEMBER LORETTA: -- we don't want it  
4 that size?  
5 MR. NELSON: You know what --  
6 MS. KELLY: Drop those lines to that  
7 (indicating) is what they're asking.  
8 MR. NELSON: I gotcha.  
9 Yeah, you can -- again, you can make this  
10 any size that you want it. And this can fill  
11 as much of the display as possible. So we  
12 build in basic building blocks of either  
13 roughly 20 inches by 20 inches or 10 inches by  
14 10 inches. So however we get the -- the  
15 closest, what you guys approve, right, in a  
16 standard product is kind of what we do.  
17 And then with content, you can fill as  
18 much of that rectangle as possible. I'm not  
19 responsible for the drawing here, so --  
20 BOARD MEMBER LORETTA: That's --  
21 unfortunately, that's what we look at.  
22 But I think I've got enough of the answer,  
23 so I appreciate it. I'll stop asking  
24 questions.  
25 MR. NELSON: I don't think I ever actually  
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1 answered it, so -- so -- but I'll stay up here  
2 if you want.  
3 MR. TAYLOR: I also have a little bit to  
4 add to that as well.  
5 As far as the height of that, a couple of  
6 things. One to address is, when you have a  
7 long, narrow electronic message center like  
8 that, you're limited to what you could put up  
9 there other than the locomotive because if  
10 you're doing a -- it's just like taking a  
11 photograph. If you do a photograph, it's more  
12 like a panoramic picture as opposed to a  
13 portrait-type picture. So you get more use out  
14 of the board by using the height.  
15 And also the millimeter of this board,  
16 it's a 10-millimeter, which is getting more  
17 technical, but -- the millimeter means the  
18 center -- the center of the LEDs that are in  
19 the actual sign itself. And the closer they  
20 are together, the more detailed the picture is.  
21 So the height allows for -- for more detail as  
22 doing any other type of -- of pictures or  
23 content on that.  
24 Does that help at all, Joe?  
25 BOARD MEMBER LORETTA: Yeah. I mean,  
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1 basically, the bigger it gets is the better  
2 avail- -- usage you can get out of it. I mean,  
3 I get that part, so --  
4 MR. TAYLOR: Correct.  
5 BOARD MEMBER LORETTA: That's fine.  
6 MR. TAYLOR: It's more diverse if you  
7 can -- you know, like I said, if you have a  
8 long, narrow strip, you can only put so much up  
9 there. If you're trying to use this for an  
10 event downtown or something, you're going to be  
11 better off using the full board to its, you  
12 know, total -- total size.  
13 THE CHAIRWOMAN: Other questions for the  
14 applicant?  
15 BOARD MEMBERS: (No response.)  
16 THE CHAIRWOMAN: I have a couple.  
17 MR. TAYLOR: Okay.  
18 THE CHAIRWOMAN: Could I ask -- I did some  
19 Googling and I didn't see much -- examples of  
20 where signs like this have been used,  
21 implemented in other cities.  
22 MR. TAYLOR: Yeah. I have examples.  
23 Okay?  
24 THE CHAIRWOMAN: Yeah, great.  
25 MR. TAYLOR: I came prepared.  
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1 All right. I'm back in school.  
2 (Tenders documents.)  
3 Has everybody got one now? Do you need  
4 more?  
5 THE CHAIRWOMAN: I think the Council  
6 member needs one.  
7 MR. TAYLOR: Do you have one? Has  
8 everybody got one now?  
9 Great.  
10 So this will give you a little better idea  
11 of what we're proposing. You can start with  
12 the USA sign. So that would, obviously, be  
13 like the CSX letters. And, therefore, that  
14 would be a static blue for their corporate  
15 colors and that would remain on 24/7.  
16 The other sign, as you can see, that's  
17 a -- just a vertical electronic message center,  
18 which you can -- you can put pretty much  
19 anything you want on there to, you know, suit  
20 any type of event or anything that you're  
21 looking for. But I think the USA one kind of  
22 helps you envision what the CSX part of it  
23 would be.  
24 THE CHAIRWOMAN: Just to clarify -- so I'm  
25 presuming from two still shots that these are  
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<p style="text-align: right;">33</p> <p>1 not static images, because I -- I would assume 2 that this sign probably has some motion in the 3 flag waving? 4 MR. TAYLOR: No, it would be a 5 static -- it could stay static. 6 THE CHAIRWOMAN: Okay. 7 MR. TAYLOR: You can put any type of 8 picture and make it static. You can put any 9 picture you want on that CSX letter and you 10 would just be -- obviously, missing parts of 11 the letters, you know, aren't there. 12 THE CHAIRWOMAN: Right. Okay. 13 MR. TAYLOR: But you can put anything in 14 there. So, like, if you were -- for instance, 15 4th of July, you could have it up there for the 16 4th of July. And that would be something that 17 after the 4th of July is over, then you can 18 change it back to the corporate logo. 19 THE CHAIRWOMAN: Okay. That was actually 20 going to be my next question, if -- CSX, if you 21 guys contemplated any color accommodations or 22 holidays or special events or anything that you 23 might have some ideas what you would -- what 24 you would do? 25 MR. TUCKER: Sure. I mean, I think -- our Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">35</p> <p>1 excited about it when they see it because it's 2 rare and occasional. 3 THE CHAIRWOMAN: Okay. Any other 4 questions? 5 BOARD MEMBER JONES: I'm just disappointed 6 that we're not talking about the whistling and 7 the steam capabilities of the train. I'd much 8 rather have that discussion. 9 I have no other questions. 10 MR. TUCKER: That would be very cool. 11 THE CHAIRWOMAN: Thank you. Thank you for 12 the presentation. 13 MR. TAYLOR: All right. Thank you. 14 THE CHAIRWOMAN: Okay. Public comment on 15 this item? 16 MS. KELLY: To the board, just so you 17 know, we have an overlapping meeting, and so we 18 couldn't dig up the public comments cards. So, 19 unfortunately, we're going to have to wing it 20 on public comment. 21 THE CHAIRWOMAN: So public comment -- 22 (Audience member approaches the podium.) 23 THE CHAIRWOMAN: -- I'll just ask that 24 you'll just please also state your name and 25 address for the record. Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">34</p> <p>1 intention is for 90 percent of the time to have 2 it static and for it to be something that 3 people are comfortable with and proud of and -- 4 and to make it special when we do decide to 5 change it. 6 Currently, you know, for the holidays, we 7 have some up-lighting that we do, green and 8 red. Well, now the sign could be incorporated 9 into that. We could have the sign change 10 colors for the 4th of July, like you mentioned. 11 You know, we could do either a red -- red C, a 12 blue S, and a white X, or we could have the 13 print of a flag behind it. 14 The intention also is to work closely with 15 the City so that we -- because we are literally 16 at the foot of the Acosta Bridge, that there is 17 some integrity with what is happening with the 18 Acosta Bridge; therefore, Pride Month or 19 whatever may be featured or highlighted during 20 the coloring of the Acosta Bridge. 21 And then, of course, you have the Jaguars. 22 And we can, obviously, make the sign teal, and 23 do lots of other things with the -- with what 24 we're proposing, but the idea is really to make 25 this, like, special occasion, so people get Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">36</p> <p>1 AUDIENCE MEMBER: Tracey Arpen, 8338 2 Daffin Lane, Jacksonville, Florida. 3 I'm appearing today on behalf of Scenic 4 Jacksonville. And I'll try to keep it under 5 three minutes, but as I clocked it, the 6 presentation, it ran over 20 minutes. Each of 7 the speakers spoke over five minutes. So if I 8 run a minute or so over, I hope that the board 9 will indulge me. 10 I feel a little like Bill Murray in <i>Ground 11 Hog Day</i> because I've been to this scene several 12 times before. An applicant and a building 13 downtown proposes a sign way in excess of what 14 the Ordinance Code allows. They fail to meet 15 the criteria, in my view, for a special 16 exception. Staff still recommends approval. 17 And so far, the way that the scene has always 18 played out is the board recommends approval 19 also. 20 I think in response to a question that a 21 lot of the members of the DDRB committee look 22 at the downtown sign regulations as -- I don't 23 think staff could come up with a single 24 instance in which a special sign exception was 25 not approved, which means they're neither Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

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1 special nor exceptional. The Ordinance Code is  
2 pretty specific with what you've got to have.  
3 In 2002, when I was the head of land use  
4 for the General Counsel's Office, I was the  
5 staff for the citizens and Council committee  
6 reviewing the City's sign regulations. Out of  
7 that came the downtown sign overlay. And I can  
8 tell you there's a feeling that downtown signs  
9 have gotten out of control -- I think this was  
10 the time that Modus was on the top of Wells  
11 Fargo now -- and that something should be done  
12 about it.  
13 It was recommended, and the Council  
14 approved, that they be not more than 400 square  
15 feet -- well, actually, 10 percent of the  
16 building frontage up to 400 square feet. And  
17 that's for buildings over five stories.  
18 The ordinance didn't require the signs to  
19 be downsized after an amortization period.  
20 Instead, the businesses changed them  
21 frequently. I think it was contemplated that  
22 you would have a downsizing as a new business  
23 came in, a new sign went up, that here's the  
24 opportunity to come into compliance with the  
25 Code.  
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1 That clearly hasn't happened. Instead,  
2 we've seen the 400 square foot limit, in my  
3 view, evaded through the use of the special  
4 sign exceptions.  
5 In order to be approved for a special sign  
6 exception, it's got to meet all the criteria.  
7 One of them, I think, that's most important in  
8 most of these cases is whether the sign  
9 preserves a desirable existing design or sign  
10 pattern for signs in the area. I think  
11 "desirable" is the key word. And I think that  
12 the City Council sort of said what is a  
13 desirable design in signing is 400 square feet.  
14 If you agree with the staff finding and  
15 criteria on Page 6 of the report -- in fact, it  
16 doesn't mention those two elements, in my view.  
17 Instead, it talks about how the sign is going  
18 to operate. As I said, I think the City  
19 Council already determined that the desire for  
20 that is 400 square feet.  
21 Lots of buildings downtown have lived  
22 within that. I'll give you an example of --  
23 Hyatt, Marriott, FIS, Truist, 550 Water Street,  
24 the new JEA building, all of those have lived  
25 within the sign regulations. And it's unfair  
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1 to those businesses and companies and buildings  
2 that lived with the limits of the Code to pass  
3 that special sign exception just for the  
4 asking.  
5 The DDRB committee is working on this  
6 issue, the downtown sign regulations, including  
7 the size of the downtown signs. The last I  
8 attended, I felt there was a consensus brewing  
9 for a limit on -- by what percentage the  
10 special sign exception could exceed the allowed  
11 size in the Ordinance Code.  
12 I think it is premature to allow a sign on  
13 paper, the same size as what's up there now,  
14 when this is not -- clearly, you can downsize  
15 and get closer -- at least closer to what the  
16 City Council said you should have.  
17 And I would also submit that these  
18 renderings aren't exactly accurate in the sense  
19 that, if you showed this to somebody and showed  
20 what's up there now, they would say they're --  
21 well, first of all, even there they would say  
22 the older ones are smaller, even though, if you  
23 draw a rectangle around them, then maybe  
24 they're the same.  
25 But I think it's inaccurate, if not  
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1 disingenuous, to not have any renderings to  
2 show what it would look like if both of those  
3 boxes were filled to the edge.  
4 If you saw this rendering with two giant  
5 screens up there filling the whole rectangle,  
6 anyone would say, "My gosh, that is way bigger  
7 than what is up there now."  
8 I just think that you need to get to the  
9 point where the downtown skyline is defined by  
10 the architecture of our downtown buildings and  
11 not by the signage on them.  
12 I think the request should be denied  
13 because it doesn't meet the criteria with  
14 respect for special sign exceptions. It  
15 ignores the City's mandates on actual sign  
16 size. It's unfair to other businesses who have  
17 lived by the sign limits. And I don't think  
18 you should be approving a sign four times the  
19 size allowed by the City Council at a time when  
20 DDRB is looking at how that -- the limit ought  
21 to be applied.  
22 Thanks.  
23 THE CHAIRWOMAN: Thank you, Mr. Arpen.  
24 Do we have other public comment?  
25 AUDIENCE MEMBERS: (No response.)  
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<p style="text-align: right;">41</p> <p>1 THE CHAIRWOMAN: I guess we're not -- are</p> <p>2 we live-streaming?</p> <p>3 MS. KELLY: No.</p> <p>4 THE CHAIRWOMAN: Okay. Seeing no further</p> <p>5 public comment, I'll close the public hearing.</p> <p>6 So now we're in the posture to hear a</p> <p>7 motion to bring the item forward for</p> <p>8 discussion.</p> <p>9 BOARD MEMBER MONAHAN: Madam Chair, move</p> <p>10 DDRB Application 2023-022, CSX special sign</p> <p>11 exception.</p> <p>12 THE CHAIRWOMAN: Do I have a second?</p> <p>13 BOARD MEMBER JONES: Second.</p> <p>14 THE CHAIRWOMAN: Thank you, Vice Chair</p> <p>15 Monahan and Board Member Fred Jones.</p> <p>16 MS. LOPERA: Madam Chair?</p> <p>17 THE CHAIRWOMAN: Yes, Ma'am.</p> <p>18 MS. LOPERA: May I clarify?</p> <p>19 Was that a motion to approve with the</p> <p>20 staff's --</p> <p>21 BOARD MEMBER MONAHAN: With staff's --</p> <p>22 THE CHAIRWOMAN: With staff's -- yes,</p> <p>23 absolutely with staff recommendations.</p> <p>24 Thank you, Ms. Lopera.</p> <p>25 MS. LOPERA: Thank you.</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">43</p> <p>1 really fully -- or I'm sure each of us may have</p> <p>2 differing of opinions.</p> <p>3 My only thought -- it's tough to really</p> <p>4 read these graphics since some are -- when I</p> <p>5 bring my magnifying glass out -- you know,</p> <p>6 there's three panels. So the sign panel itself</p> <p>7 is, like -- it's 22.66 feet tall. It's, like,</p> <p>8 270 inches, something like that. So that's</p> <p>9 what I almost care about. It's 22-and-a-half</p> <p>10 feet tall.</p> <p>11 I feel like right now the CSX portion is</p> <p>12 just large and I'd rather have some more white</p> <p>13 space around that. So what I'm thinking is, if</p> <p>14 we were to say, hey, the maximum height of the</p> <p>15 sign could be -- would be 14.66 feet versus</p> <p>16 18 feet. And then, actually, if you do a</p> <p>17 proportionality of it, it would be</p> <p>18 37-and-a-half feet long. And then -- so that</p> <p>19 alone would be 550 square feet. You do two of</p> <p>20 them. It would be a maximum of 1,100 square</p> <p>21 feet on one side panel.</p> <p>22 And I would be kind of open to the thought</p> <p>23 process of approving something of that nature.</p> <p>24 I think it could get a little bit bigger, but</p> <p>25 not too much.</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">42</p> <p>1 AUDIENCE MEMBER: May I?</p> <p>2 THE CHAIRWOMAN: We have closed the public</p> <p>3 hearing, sorry.</p> <p>4 Okay. Before we move into board</p> <p>5 discussion, I just want to remind everybody</p> <p>6 about the email received from Ms. Lopera --</p> <p>7 wait, no, this is the wrong item.</p> <p>8 MS. LOPERA: That's on the next item.</p> <p>9 THE CHAIRWOMAN: That's on the next item.</p> <p>10 Okay. I'm sorry. My agenda is in the</p> <p>11 wrong order.</p> <p>12 Okay. We will start our board discussion</p> <p>13 with Mr. Loretta.</p> <p>14 BOARD MEMBER LORETTA: So I sit on the</p> <p>15 sign committee. I would definitely state it</p> <p>16 that there really is limited need to allow an</p> <p>17 increase of signage. We've also discussed the</p> <p>18 potential of dropping it by a percentage point</p> <p>19 that comes closer -- and/or saying, hey, let's</p> <p>20 say a new minimum signage may be 1,000 square</p> <p>21 feet, 1,200 square feet, but we never really</p> <p>22 got anywhere with any finished thought process</p> <p>23 and idea.</p> <p>24 So I don't know that I could fully comment</p> <p>25 exactly on that and how the committee would</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">44</p> <p>1 You can tell -- like right now, the logo</p> <p>2 is so different where the CSX is just</p> <p>3 drastically bolder than the old logo in the</p> <p>4 parentheses or whatever they call them. And so</p> <p>5 that's -- that's one of the big, overly glaring</p> <p>6 things.</p> <p>7 I -- for better or for worse, I don't mind</p> <p>8 the -- the front panel on the other side that</p> <p>9 could be turned into a Jaguar running across or</p> <p>10 just "Jags" or all sorts of stuff.</p> <p>11 And so the only other last thing -- I'm</p> <p>12 not promoting anything at this point. I'll</p> <p>13 allow the rest of the conversation. The thing</p> <p>14 I would like to make a modification to, at</p> <p>15 minimum, a recommendation of the three, would</p> <p>16 be City-sponsored waterfront, comma, cultural,</p> <p>17 and sports activations, so we're allowing a</p> <p>18 little bit more flexibility there because,</p> <p>19 quite frankly, two or three of the things the</p> <p>20 gentleman mentioned had -- would not comply</p> <p>21 with, per se, the waterfront activation.</p> <p>22 And, again, I think that would be a cool</p> <p>23 thing, more than a detriment. So I'm looking</p> <p>24 at it kind of like, it is going to be a tall</p> <p>25 billboard out there, if that could have some</p> <p style="text-align: center;">Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">45</p> <p>1 cool stuff on it, but in association with it 2 being somehow coordinated with the City. 3 So that's, I guess, a question for staff, 4 like, how would -- would they need to get DIA 5 or -- or, you know, Susan's approval when they 6 want to put up a sign or something like that? 7 That would be the only other kicker. Like, how 8 do they have the ability to just go change it 9 for a Jag's game or for, you know, Pride Week 10 or for Veterans Week and so on and so forth. 11 That could throw up a whole other round of 12 issues to some extent, so -- I'll finish the 13 discussion. 14 THE CHAIRWOMAN: Board Member Lee. 15 BOARD MEMBER LEE: Thank you. I 16 appreciate that. 17 Thank you for the application to CSX. 18 From my standpoint, I was -- before we 19 made the recommendation to approve with the 20 recommendations, I was going to suggest we 21 allow the increase in signage. And I know 22 that's a little bit counterintuitive, but I'll 23 say that for a couple of reasons. 24 One is a 400 square foot limitation on a 25 building that has a 217-by-317 blank face Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">47</p> <p>1 Blue building, to recolor themselves for 2 various events, and they're recoloring the 3 entire building. And so all CSX here is really 4 doing is saying, we want to recolor about 5 828 square feet in concert with the City. 6 And so in some ways I think this is both a 7 positive thing -- and I don't know that I would 8 approve restricting them to 1,200 square feet, 9 arbitrarily, or restricting them to 13.7 feet 10 by 46 feet. 11 I also find that the proportion of the CSX 12 logo, when I look at it from a distance, seems 13 to me, as an architect, to be in proportion 14 with the overall building. So I don't find it 15 necessarily offensive. 16 I'll take exception to, for example, the 17 VyStar signage that we had a discussion about 18 where it was extravagantly large because it was 19 so many words across such a small top elevation 20 of that former SunTrust building. And so that 21 one I think deserved to come down a little bit, 22 but this one I feel like is in really pretty 23 good shape. 24 So I know we've already made a 25 recommendation to approve with all the staff Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">46</p> <p>1 is -- you would never see anything that they 2 wrote no matter how bright it would be. Four 3 hundred square feet does not really apply in 4 some ways to a high-rise, in my opinion. 5 The other thing is that they've taken a 6 tag line, How Tomorrow Moves, and their CSX 7 logo and condensed that, really, into just the 8 CSX part. And so if you look at the CSX part 9 that's 18-by-46 and you take out the beige 10 areas, you might get to a square foot of 11 signage of 650 or 675 square feet. And then 12 90 percent of the time, according to the 13 applicant, we will see a train that's about, 14 according to Mr. Loretta, 10 feet by 15 46 feet, or about 460 feet. 16 So if you take the actual signage area and 17 not just square it off and count that against 18 them, you're looking at a sign that's maybe 19 1,100 square feet 90 percent of the time. The 20 other 10 percent of the time, 15 percent of the 21 time will be some kind of community development 22 effort, which I find to be a positive for our 23 city in a lot of ways, where we can promote the 24 activities that are going on downtown. 25 We allow this with things like the Florida Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">48</p> <p>1 recommendations, but I would make a 2 recommendation that we allow them to design and 3 build their sign according to their 4 application, removing the single recommendation 5 of a 1,201 square foot limitation, but keeping 6 all the other recommendations, in addition to 7 the way Mr. Loretta modified Recommendation 8 Number 4. 9 Thank you, Madam Chair. 10 THE CHAIRWOMAN: Thank you. 11 Secretary Monahan. 12 BOARD MEMBER MONAHAN: Thank you, Madam 13 Chair. 14 Like Board Member Loretta, I was also on 15 the special sign committee, and I -- you know, 16 with staff, I thought we did some really good 17 work. Since the committee's conclusion, I have 18 not supported a special sign exception that 19 seeks to -- or is proposing a larger sign than 20 what's accepted because I think it flies in the 21 face of the work that we did. 22 But with this one, tying into downtown 23 with the Acosta Bridge and, you know, the other 24 buildings that do the same, I think it creates 25 a necessary visual interest for our downtown. Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">49</p> <p>1 So I don't have a problem for this sign 2 exception being used the way it's supposedly 3 proposed. 4 Thank you. 5 THE CHAIRWOMAN: And Board Member Fred 6 Jones. 7 BOARD MEMBER JONES: Yes, and I really 8 echo the sentiments of Board Member Lee. 9 It's -- again, I think there's a lot of 10 changing, emerging technologies and trends 11 around signage in this space. And I think kind 12 of having the ordinance provide arbitrary 13 limitations around -- you know, with respect to 14 size and everything is -- is very limiting. 15 And I think, again, the mechanism 16 which -- through which we evaluate these on a 17 case-by-case basis is -- works. And I think 18 most people, when providing, you know, a 19 proposal for a sign change, it's very 20 reasonable. And I think, you know, this 21 process is kind of working. 22 And I think -- you know, again, I'm just 23 in favor of limiting the arbitrary limitations 24 on the signage; that we have dimensional 25 standards, again, I think are antiquated and</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">51</p> <p>1 that we're kind of in unchartered waters. We 2 haven't had a sign request like this, certainly 3 not in Jacksonville. Again, I only did some 4 Google searching, but I could not find anything 5 like this. I haven't seen anything like this 6 in my travels. So this is new and these are 7 all very necessary considerations. 8 This is good discussion that we're having. 9 I think it's important, especially as to your 10 point, Mr. Jones, that technology is changing. 11 And in the spirit of CSX wanting to innovate 12 and demonstrate that to the community, I think 13 this is a very important conversation that 14 we're having. 15 I support the innovation and the new 16 technology. I think it's -- I think it's a 17 good thing and I think we're going to see more 18 of it, so the -- the time has come. 19 The dimensions of the locomotive sign 20 trouble me the most. I don't feel -- I'm not 21 an architect, but I am a photographer, and I 22 don't feel that the CSX letter/logo sign is out 23 of proportion with the building. 24 I do -- the locomotive sign does feel a 25 bit large to me. And without really having</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">50</p> <p>1 don't really mesh in line with the current 2 technologies that we have and the dynamism 3 around signage. 4 So I think it's a great project and I'm 5 just disappointed that we can't get whistling 6 in there. 7 THE CHAIRWOMAN: Thank you, Board Member 8 Jones. 9 BOARD MEMBER JONES: Thank you. 10 THE CHAIRWOMAN: Councilman Miller, do you 11 have any comments to add? 12 COUNCIL MEMBER MILLER: You know, I know 13 each one of these is considered on a 14 case-by-case basis, but are you -- are you then 15 sending the signal -- you know, we've allowed 16 this, so here's our new precedent in all these 17 other companies that have been listed; and, you 18 know, is that -- are you looking forward to -- 19 that's probably what's coming after this. So 20 just a -- just something to think about with 21 that, but no questions. 22 Thank you. 23 THE CHAIRWOMAN: Okay. Thank you, board 24 members. 25 I have a couple of thoughts. The first is</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">52</p> <p>1 more of a concrete plan or idea of what is 2 going to fill that space, it does feel large. 3 So I am in favor of staff's recommendation for 4 the limitation on the square footage. 5 I also -- I expressed before that I'm a 6 rule follower and I appreciate rules and we 7 have these rules, so I'm inclined to follow 8 them. And like Council Member Miller, I am 9 concerned about the precedent that an approval 10 will set for future requests, so -- 11 One other comment, again, thinking about 12 photography, thinking of drone footage, videos, 13 photography of downtown, a sign like this, 14 depending on people's frames per second, you'll 15 get -- it looks streaky, it looks -- when they 16 are digital signs like this rather than the 17 halogen traditional signage, that's just a 18 consideration when -- you know, professional 19 photographers and videographers, that's not a 20 problem. But for everyday visitors, travelers, 21 that's just something that -- it will, 22 depending on their frames per second, the CSX 23 sign will look different in recorded materials. 24 And I do appreciate the fact that you guys 25 are going to coordinate with the Acosta and I</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">53</p> <p>1 do appreciate the coordination with the City, 2 to echo our secretary's thoughts. 3 So would -- Mr. Loretta mentioned perhaps 4 amending the language to Recommendation Number 5 3. Would somebody like to -- do we have any 6 discussion on that? Would somebody like 7 to -- do we need a motion on that to -- 8 MS. LOPERA: Yeah, so through the Chair to 9 the board, right now you're in the posture of 10 having a motion to approve with staff 11 recommendations as written in their report. If 12 someone wants to move to amend that motion, now 13 would be the time. 14 BOARD MEMBER LORETTA: Okay. I'll move to 15 amend Staff Comment Number 3 to include 16 City-sponsored waterfront, cultural, and sport 17 activations. 18 I'll just leave it at that. 19 THE CHAIRWOMAN: Okay. Is there a second 20 to that motion? 21 Sorry, Susan. 22 MS. KELLY: So the same language is used 23 on Number 4. Did you want to sort of mimic 24 that on 4 as well? 25 BOARD MEMBER LORETTA: I'm sorry, I didn't Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">55</p> <p>1 exception, as amended. 2 BOARD MEMBER LORETTA: I'll second. 3 THE CHAIRWOMAN: Great. All in favor? 4 BOARD MEMBERS: Aye. 5 THE CHAIRWOMAN: Opposed? 6 BOARD MEMBERS: (No response.) 7 THE CHAIRWOMAN: Thank you. 8 All right. 9 MS. LOPERA: Can you announce that it's 10 been approved? By your action -- 11 THE CHAIRWOMAN: Oh, sure. 12 By your action, Application 2023-022, CSX 13 special sign exception, has been approved. 14 And we will move now to application 15 2023-009, which is a deviation workshop. 16 Let me get my notes. 17 Okay. We are -- so this is a deviation. 18 There is no public hearing and we're not taking 19 action on this action item. Even though it was 20 listed on the agenda as an action item, that 21 was just a scrivener's error, so we'll go ahead 22 and hear a staff report, please. 23 MS. KELLY: All right. So just to 24 reiterate, as the Chair stated, this is the 25 item that Ms. Lopera passed out with the little Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">54</p> <p>1 realize it had the same basic text. 2 So yes, it's for 3 and 4. 3 Thank you. 4 THE CHAIRWOMAN: Thank you. 5 Do we have a second on that motion? 6 BOARD MEMBER MONAHAN: Second. 7 THE CHAIRWOMAN: Okay. All in favor of 8 amending the language for Recommendations 3 and 9 4, say aye. 10 BOARD MEMBERS: Aye. 11 THE CHAIRWOMAN: Opposed? 12 BOARD MEMBERS: (No response.) 13 THE CHAIRWOMAN: All right. Motion 14 carries. 15 We are back on the main motion for the 16 sign section. Do we have any other 17 suggestions, amendments to discuss? 18 BOARD MEMBERS: (No response.) 19 THE CHAIRWOMAN: All right. I'll go ahead 20 and call for a vote for -- 21 MS. LOPERA: Madam Chair, someone needs to 22 move the application as amended. 23 THE CHAIRWOMAN: Yes, they do. 24 BOARD MEMBER MONAHAN: Madam Chair, I'll 25 move DDRB Application 2023-022, special sign Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">56</p> <p>1 words about things to keep in mind. So if you 2 have any questions about that, ask her. 3 Okay. Ordinance -- Application 2023-009 4 is for the Dedalus Wine Bar in Brooklyn. The 5 project received conceptual approval in April. 6 As you'll remember, it was pretty well 7 received. 8 As a reminder, the project proposes a 9 renovation of Liddy's Machine Shop, converting 10 the former light industrial machine shop into a 11 wine bar, wine retail, and cheese and 12 charcuterie market. Those uses would occupy 13 about 7,000 square feet out of about 14 3,000 square feet remaining for two 15 complementary tenants. There are exterior 16 spaces that are going to include outdoor 17 dining, lawn space, and an accessory lot. 18 So this was briefly mentioned during the 19 conceptual review, but the south and west 20 elevations, they do have direct street 21 frontage. And while both of those elevations, 22 they feature awnings, decoration, material 23 treatments, they do not appear to meet the 24 transparency requirement; that large, 25 expansive, solid walls are prohibited and shall Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

<p style="text-align: right;">57</p> <p>1 not exceed 20 feet in width.</p> <p>2 Staff has evaluated the request for a</p> <p>3 deviation; it's in your agenda packet. And we</p> <p>4 have made a positive finding for each of the</p> <p>5 criteria. In general, we find that the</p> <p>6 proposed deviation is consistent with the BID</p> <p>7 Plan, particularly with regards to adaptive</p> <p>8 reuse of the structure for food, beverage, and</p> <p>9 entertainment uses.</p> <p>10 The request for the deviation, as staff</p> <p>11 sees it, is to allow for preservation of the</p> <p>12 historic character of the structure's</p> <p>13 industrial use while providing the most</p> <p>14 appropriate internal conditions for the</p> <p>15 proposed use, which the -- the applicant can</p> <p>16 probably speak more to regarding what's needed</p> <p>17 for wine and cheese and such.</p> <p>18 So that's the staff's analysis. I'm happy</p> <p>19 to take any questions. And we have the -- the</p> <p>20 architect is here as well.</p> <p>21 THE CHAIRWOMAN: Okay. Any questions for</p> <p>22 staff?</p> <p>23 BOARD MEMBERS: (No response.)</p> <p>24 THE CHAIRWOMAN: Thank you, Susan.</p> <p>25 Okay. Do we have an applicant</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">59</p> <p>1 MR. DUKE: I think she covered just about</p> <p>2 everything. She said she'll open the meeting</p> <p>3 and answer any questions, so --</p> <p>4 THE CHAIRWOMAN: We appreciate your time.</p> <p>5 MR. DUKE: We've been working back and</p> <p>6 forth with Larry and the civil engineer very</p> <p>7 diligently to -- to kind of work with some of</p> <p>8 the existing utilities. And it is a very</p> <p>9 challenging building, you know, because of</p> <p>10 what's there.</p> <p>11 And Larry, the owner, has -- I think they</p> <p>12 decided to take the cafe section on the right</p> <p>13 and tried to become the landlord of that as</p> <p>14 well. So they will pretty much manage</p> <p>15 everything along the perimeter facing Dora</p> <p>16 Street and Oak Street. And then the back right</p> <p>17 area, that space is still vacant for a future</p> <p>18 tenant. They are thinking maybe a (inaudible)</p> <p>19 bar or something like that, but it's not</p> <p>20 decided at this point.</p> <p>21 So what other questions can I answer?</p> <p>22 THE CHAIRWOMAN: That's great.</p> <p>23 Are there any questions for the applicant?</p> <p>24 BOARD MEMBERS: (No response.)</p> <p>25 THE CHAIRWOMAN: Okay. I think you're off</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>
<p style="text-align: right;">58</p> <p>1 presentation?</p> <p>2 BOARD MEMBER LORETTA: Do you want to</p> <p>3 present?</p> <p>4 MR. DUKE: I'm willing.</p> <p>5 THE CHAIRWOMAN: Just state your name and</p> <p>6 address for the record.</p> <p>7 MS. KELLY: If I may, because this process</p> <p>8 is really unique. I know the information thing</p> <p>9 is a little funny. So just so you know, this</p> <p>10 is just sort of walking through why you guys</p> <p>11 need that deviation again.</p> <p>12 And in your packet, you have the</p> <p>13 justification from the owner, and we will just</p> <p>14 hear their presentation to remind you.</p> <p>15 MR. DUKE: Okay. I'm Thomas Duke with</p> <p>16 Thomas Duke Architect, PA.</p> <p>17 And do I have to state the address?</p> <p>18 THE CHAIRWOMAN: Please, if you don't</p> <p>19 mind.</p> <p>20 MR. DUKE: We just moved our office --</p> <p>21 THE CHAIRWOMAN: Congratulations.</p> <p>22 MR. DUKE: -- and we are now at 1505</p> <p>23 Dennis Street.</p> <p>24 THE CHAIRWOMAN: Do you have anything to</p> <p>25 add on the deviation request?</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>	<p style="text-align: right;">60</p> <p>1 the hook.</p> <p>2 MR. DUKE: Okay. Sounds great.</p> <p>3 I've got a 4 o'clock. Sounds good.</p> <p>4 THE CHAIRWOMAN: I'm guessing no public</p> <p>5 comment. Do we have any public comment on this</p> <p>6 item?</p> <p>7 AUDIENCE MEMBERS: (No response.)</p> <p>8 THE CHAIRWOMAN: This is not a public</p> <p>9 hearing, so ...</p> <p>10 MS. LOPERA: Yeah. To the Chair, it's</p> <p>11 just a workshop. I mean, if you all have</p> <p>12 feedback back for them, if there's anything you</p> <p>13 would like to see different ...</p> <p>14 THE CHAIRWOMAN: Okay.</p> <p>15 All right. And the board does not have to</p> <p>16 take any action on this. And we actually are</p> <p>17 discouraged from commenting towards a decision</p> <p>18 at this time, so --</p> <p>19 BOARD MEMBER LORETTA: I mean, if</p> <p>20 there -- I guess if -- I'm sorry.</p> <p>21 THE CHAIRWOMAN: No, Mr. Loretta, you are</p> <p>22 recognized.</p> <p>23 BOARD MEMBER LORETTA: I just -- we've</p> <p>24 talked about this maybe once before. Maybe we</p> <p>25 talked about it at the sign committee or</p> <p style="text-align: right;">Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300</p>

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1 something, but, you know, this is an example of  
2 something that I'm -- I just get confused why  
3 we even have a workshop here because -- I mean,  
4 unless it's -- when I started on this board, we  
5 had a workshop when things needed to be  
6 changed. And now we've changed the Code; if  
7 there's a deviation, we need to have a  
8 workshop. It's just kind of a bummer and a lot  
9 of wasted time for many to have a workshop for  
10 something such as what we're talking about.  
11 Even though we can't comment positively or  
12 negatively about the project, but we've all  
13 kind of stated what we thought at the approval.  
14 I'm at least glad to see this is moving  
15 forward, so that's a positive.  
16 But, you know, in the end, I just -- I  
17 would recommend, if at any point with staff,  
18 that we could figure out how to amend our Code  
19 to not have such a workshop and only have  
20 workshops when actually things need to be done  
21 and decisions need to be made such as, let's  
22 say, Daily's Place, for example, or such as  
23 other things that we've done in the past when  
24 there is substantive pedestrian modifications  
25 that need to be made on the project itself.

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1 That's my observation. Thank you very  
2 much.  
3 THE CHAIRWOMAN: Thank you.  
4 MR. PAROLA: Madam Chair?  
5 THE CHAIRWOMAN: Yes, sir.  
6 MR. PAROLA: We're going to be filing  
7 legislation, through the Chair, to remove three  
8 instances in which you need a workshop. So  
9 we're going to speed things up on that. We're  
10 going to see how it goes. And then we're going  
11 to address, at some point in time, workshops in  
12 general, what they mean, what they're supposed  
13 to consist of, and go from there.  
14 In 2019, we took a big swing at the  
15 Ordinance Code. It did a lot of good things.  
16 We put a (inaudible) zoning in there. It sped  
17 a lot of things up, so now we're dialing back  
18 some of the guardrails in there, and we're  
19 trying to improve efficiency and get some stuff  
20 on line quicker.  
21 BOARD MEMBER LORETTA: I mean, I -- I'm  
22 not taking any offense --  
23 MR. PAROLA: Baby steps.  
24 (Simultaneous speaking.)  
25 BOARD MEMBER LORETTA: -- (inaudible) but

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1 I just thought I'd share my opinion.  
2 MR. PAROLA: No, we're good.  
3 THE CHAIRWOMAN: All right. Councilman  
4 Miller, I don't want to leave you out. You're  
5 not precluded from having an opinion on the  
6 transparency deviation. I just want to make  
7 sure you don't have any comments.  
8 COUNCIL MEMBER MILLER: No, no.  
9 THE CHAIRWOMAN: Okay.  
10 COUNCIL MEMBER MILLER: Thank you.  
11 THE CHAIRWOMAN: Okay. Staff, do we have  
12 any other business?  
13 MS. KELLY: No.  
14 THE CHAIRWOMAN: Okay.  
15 All right. We are adjourned.  
16 (The foregoing proceedings were adjourned  
17 at 3:08 p.m.)  
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1 CERTIFICATE OF REPORTER  
2  
3 STATE OF FLORIDA)  
4 )  
5 COUNTY OF DUVAL )  
6  
7 I, Diane M. Tropia, Florida Professional  
8 Reporter, certify that I was authorized to and did  
9 stenographically report the foregoing proceedings and  
10 that the transcript is a true and complete record of my  
11 stenographic notes.  
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15 DATED this 21st day of November 2023.  
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<p>53:2 <b>three</b> [6] - 11:9, 36:5, 43:6, 44:15, 44:19, 62:7 <b>throw</b> [1] - 45:11 <b>Thursday</b> [1] - 1:6 <b>tie</b> [1] - 17:12 <b>tired</b> [1] - 16:11 <b>tires</b> [1] - 23:20 <b>today</b> [4] - 2:8, 14:19, 19:7, 36:3 <b>together</b> [3] - 12:24, 30:20 <b>Tomorrow</b> [1] - 46:6 <b>took</b> [1] - 62:14 <b>top</b> [5] - 13:8, 26:22, 26:25, 37:10, 47:19 <b>total</b> [2] - 31:12 <b>tough</b> [2] - 23:8, 43:3 <b>towards</b> [3] - 9:13, 20:10, 60:17 <b>Tracey</b> [1] - 36:1 <b>traditional</b> [1] - 52:17 <b>train</b> [13] - 13:15, 13:23, 22:1, 24:6, 24:7, 24:9, 24:24, 25:1, 26:25, 28:8, 28:13, 35:7, 46:13 <b>transcript</b> [1] - 64:10 <b>transparency</b> [2] - 56:24, 63:6 <b>travelers</b> [1] - 52:20 <b>travels</b> [1] - 51:6 <b>treatments</b> [1] - 56:23 <b>trends</b> [1] - 49:10 <b>TREVOR</b> [1] - 1:14 <b>tried</b> [1] - 59:13 <b>Trimmer</b> [1] - 5:1 <b>Tropia</b> [3] - 1:9, 64:7, 64:18 <b>trouble</b> [1] - 51:20 <b>true</b> [1] - 64:10 <b>Truist</b> [1] - 38:23 <b>try</b> [3] - 3:17, 26:15, 36:4 <b>trying</b> [7] - 17:7, 17:11, 22:15, 23:18, 27:16, 31:9, 62:19 <b>Tucker</b> [2] - 14:23, 15:3 <b>TUCKER</b> [8] - 15:4, 17:25, 22:24, 23:2, 24:12, 24:15, 33:25, 35:10 <b>turn</b> [3] - 16:23, 18:1, 27:7 <b>turned</b> [2] - 11:7, 44:9 <b>turning</b> [1] - 23:20 <b>TV</b> [2] - 23:14, 27:7 <b>two</b> [11] - 8:14, 9:11,</p>	<p>9:17, 12:24, 21:13, 32:25, 38:16, 40:4, 43:19, 44:19, 56:14 <b>tying</b> [1] - 48:22 <b>type</b> [5] - 20:11, 30:13, 30:22, 32:20, 33:7</p> <p><b>U</b></p> <p><b>unchartered</b> [1] - 51:1 <b>under</b> [2] - 15:21, 36:4 <b>unfair</b> [2] - 38:25, 40:16 <b>unfortunately</b> [4] - 16:9, 28:2, 29:21, 35:19 <b>unique</b> [1] - 58:8 <b>unless</b> [3] - 11:11, 11:22, 61:4 <b>up</b> [31] - 3:5, 3:6, 3:12, 3:18, 8:9, 12:19, 18:18, 18:25, 20:14, 21:12, 21:18, 21:19, 21:21, 23:4, 30:1, 30:8, 31:8, 33:15, 34:7, 35:18, 36:23, 37:16, 37:23, 39:13, 39:20, 40:5, 40:7, 45:6, 45:11, 62:9, 62:17 <b>up-lighting</b> [1] - 34:7 <b>USA</b> [2] - 32:12, 32:21 <b>usage</b> [1] - 31:2 <b>uses</b> [2] - 56:12, 57:9 <b>utilities</b> [1] - 59:8</p> <p><b>V</b></p> <p><b>vacant</b> [1] - 59:17 <b>various</b> [1] - 47:2 <b>Vegas</b> [1] - 17:7 <b>versa</b> [1] - 28:14 <b>versus</b> [3] - 13:19, 28:10, 43:15 <b>vertical</b> [1] - 32:17 <b>Veterans</b> [1] - 45:10 <b>vibrance</b> [1] - 20:6 <b>vibrant</b> [2] - 19:10, 20:16 <b>vice</b> [1] - 28:14 <b>Vice</b> [1] - 41:14 <b>videographers</b> [1] - 52:19 <b>videos</b> [1] - 52:12 <b>view</b> [3] - 36:15, 38:3, 38:16 <b>visible</b> [1] - 14:1 <b>vision</b> [1] - 14:24 <b>visitors</b> [1] - 52:20 <b>visual</b> [4] - 11:3, 16:7,</p>	<p>16:16, 48:25 <b>vote</b> [2] - 8:2, 54:20 <b>VyStar</b> [1] - 47:17</p> <p><b>W</b></p> <p><b>wait</b> [1] - 42:7 <b>walking</b> [1] - 58:10 <b>wall</b> [1] - 9:7 <b>walls</b> [1] - 56:25 <b>wants</b> [1] - 53:12 <b>wasted</b> [1] - 61:9 <b>Water</b> [2] - 9:9, 38:23 <b>waterfront</b> [5] - 11:13, 11:15, 44:16, 44:21, 53:16 <b>waters</b> [1] - 51:1 <b>waving</b> [1] - 33:3 <b>ways</b> [3] - 46:4, 46:23, 47:6 <b>Week</b> [2] - 45:9, 45:10 <b>welcome</b> [1] - 10:14 <b>Wells</b> [1] - 37:10 <b>west</b> [1] - 56:19 <b>West</b> [2] - 3:22, 4:2 <b>whereas</b> [2] - 24:10, 25:1 <b>whistling</b> [2] - 35:6, 50:5 <b>white</b> [2] - 34:12, 43:12 <b>whole</b> [5] - 19:25, 22:17, 27:5, 40:5, 45:11 <b>width</b> [1] - 57:1 <b>willing</b> [1] - 58:4 <b>windows</b> [1] - 19:9 <b>Wine</b> [1] - 56:4 <b>wine</b> [3] - 56:11, 57:17 <b>wing</b> [1] - 35:19 <b>wish</b> [1] - 5:17 <b>wonderful</b> [2] - 3:2, 8:7 <b>word</b> [2] - 23:8, 38:11 <b>words</b> [2] - 47:19, 56:1 <b>works</b> [1] - 49:17 <b>workshop</b> [8] - 55:15, 60:11, 61:3, 61:5, 61:8, 61:9, 61:19, 62:8 <b>workshops</b> [2] - 61:20, 62:11 <b>worse</b> [1] - 44:7 <b>write</b> [1] - 23:8 <b>written</b> [1] - 53:11 <b>wrote</b> [1] - 46:2</p>	<p><b>Z</b></p> <p><b>zoned</b> [1] - 4:10 <b>zoning</b> [2] - 4:11, 62:16</p>



Downtown Development Review Board  
Downtown Jacksonville Public Library-Main Library  
303 North Laura Street  
Conference Room G4  
Jacksonville, Florida 32202  
Thursday, November 9, 2023 at 2:00 p.m.

## Sign-In Sheet

Name/Company	Phone Number	Email
Kandy Taylor/Taylor Design	904-396-4652	ktaylor@taylorignco.com
Kelly Vana/Taylor Design	904-396-4652	kvan@taylorignco.com
Bryan Tucker /CSX	904-239-9685	bryan-tucker@csx.com
Arrett Nelson - Nolumenus	404-228-6342	<del>arrett</del> anelson@nolumenus.com
David Crumpler	(904) 521-1226	dcrumple@jaxdaily.com
Tracey Aron	904-710-9037	Tracey.T@jaxdaily.com
Carmel Bellini		
Thomas Duke	904-356-3335	tduke@tdukearchitects.com



**Downtown Development Review Board (DDRB) Meeting  
In-Person Meeting**

*Thursday, November 9, 2023, 2:00 p.m.*

**MEETING MINUTES**

**Board Members (BMs) Present:** L. Ott (Vice Chair, Acting Chair); G. Monahan (Secretary); F. Jones; T. Lee; and J. Loretta

**Board Members Excused:** M. Brockelman; J. Berling; E. Davis; and C. Harden

**DIA Staff Present:** Susan Kelly, Redevelopment Coordinator; Guy Parola, Operations Manager; and Ric Anderson, Marketing Specialist

**Office of General Counsel:** Carla Lopera, Esq.

**I. CALL TO ORDER**

Acting Board Chair Ott called the meeting to order at **2:01 p.m.** Ms. Ott reviewed the agenda, noting that the rezoning application would be moved up and be heard first.

**II. ACTION ITEMS**

**A. APPROVAL OF THE OCTOBER 12, 2023 DDRB REGULAR MEETING MINUTES**

The Chair asked for a motion regarding the October 12th meeting minutes. Board Member Loretta made a motion to move the meeting minutes, and Board Member Monahan seconded the motion.

**The October 12, 2023 meeting minutes were approved, 5-0.**

**B. ORDINANCE 2023-0751: 331 WEST ASHLEY STREET CONVENTIONAL REZONING**

Chairperson Ott opened the public hearing. Susan Kelly with the DIA gave the staff report, recommending approval of Ordinance 2023-0751, which would rezone 331 West Ashley Street from PUD (1996) to CCBD.

Seeing no questions from the Board for staff, Ms. Ott asked for the applicant's presentation. Steve Diebenow, representing the owner, made a brief statement about the reason for the rezoning and made himself available for questions.

With no questions from the Board to the applicant and no public comment, Ms. Ott closed the public hearing, and requested a motion.

Board Member Monahan made a motion to move the item, and Board Member Jones provided a second. Seeing no discussion, the Chair called for a vote.

**Ordinance 2023-0751 was recommended for approval, with a vote of 5-0.**

**C. DDRB APPLICATION 2023-022: CSX SPECIAL SIGN EXCEPTION**

Chairperson Ott opened the public hearing, and Ms. Kelly provided a staff report for the item. Staff recommended approval of the special sign exception with five conditions. Importantly, staff found that signage innovation and technology should be allowed to progress, so long as conditions are in place to guard against the potential for negative impacts.

The Chair opened the floor to Board questions for staff. Board Member Monahan asked staff to clarify the total size of the proposed sign relative to the currently approved signs' square footage. Board Member Loretta requested clarification regarding the bounding box used for the train image sign; Mr. Taylor, the applicant, explained that the bounding box was the installed screen, rather than just the train image.

Seeing no more questions for staff, a representative from CSX introduced the item to the Board, and Mr. Taylor, from Taylor Signs, explained the technical components of the sign. He also explained that the intent is for the sign to remain static with the exception of occasional holidays and events, and that the owner agrees to the staff's conditions.

Chairperson Ott asked for questions from the Board. Board Member Loretta had a question about the "extra" space around the train image. Chairperson Ott asked if the applicant could provide any examples; the applicant provided two images of real-world installations.

The Chair opened the floor to public comment. Tracey Arpin from Scenic Jax expressed opposition to the sign, stating that it fails to meet the criteria for a special exception.

Seeing no additional public comment, the Chair asked for Board discussion. Board Member Monahan moved to approve the item with staff's conditions. Board Member Jones seconded the motion.

Board Member Loretta requested an amendment to conditions 3 and 4 such that "cultural and sports" events be included along with waterfront activations. Board Member Loretta made a motion expressing the same, and Board Member Monahan seconded the amendment. The amendment passed, 5-0.

*#3 – Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront, cultural and sports activations...*

*#4 – Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront, cultural and sports activations...*

Board Members Lee and Jones spoke in favor of the item and suggested that the Board consider removing condition #1, which would limit the size of the proposed sign to the currently approved sign. Board Member Monahan felt that the sign creates visual interest. Council Member Miller had no direct comment, but suggested that the Board consider whether this item would be precedent-setting. Overall, Chairperson Ott spoke favorably about the sign but commented that the train image seemed too large and should be reduced.

Board Member Monahan made a motion to approve the item, as amended, and Board Member Loretta seconded.

**DDRB Application 2023-022 was approved with amended staff conditions, 5-0.**

**D. DDRB APPLICATION 2023-009: DEDALUS WINE BAR, DEVIATION WORKSHOP**

Chairperson Ott reminded the Board that no action will be taken as part of the deviation workshop and that the workshop is for discussion purposes only as the deviation decision is incorporated into final approval.

Ms. Kelly provided a staff report, which explained staff's positive findings with regard to the deviation criteria.

The Chair asked if the Board had any questions for staff. Seeing none, the Chair invited the applicant, Tom Duke (architect on the project), if he had anything to add. The Board had no questions or discussion regarding the item, and there was no public comment.

As a side note, Board Member Loretta would like to revise the deviation section of the code so that workshops are not held unless necessary.

**III. OLD BUSINESS**

None.

**IV. NEW BUSINESS**

None

**V. PUBLIC COMMENTS**

None

**VI. ADJOURNMENT**

There being no further business, Chairperson Ott adjourned the meeting at approximately 3:08 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, a recording or transcript is available upon request. Please contact Susan Kelly at 904-255-5307 or ksusan@coj.net.*



DDRB APPLICATION 2023-022

STAFF REPORT

**DOWNTOWN DEVELOPMENT REVIEW BOARD**

**REQUEST FOR SPECIAL SIGN EXCEPTION**

**DDRB APPLICATION 2023-022**

**STAFF REPORT**

**November 9, 2023**

**Project Name:** CSX Special Sign Exception

**Location:** 500 Water Street  
Jacksonville, FL 32202

**Request:** Approval for a Special Sign Exception

**Downtown Overlay District:** Central Core

**Current Zoning District:** Commercial Central Business District (CCBD)

**Current Land Use Category:** Central Business District (CBD)

**Applicant/Agent:** Kelly Varn  
Taylor Sign and Design, Inc.  
4162 St. Augustine Road  
Jacksonville, Florida 32207

**GENERAL INFORMATION**

DDRB Application 2023-022 seeks approval for a Special Sign Exception to allow for a replacement building identification wall sign on the south and north elevations of the CSX building at 500 Water Street.

DDRB approved a Special Sign Exception for the existing signage on July 29, 2010, via DDRB Application 2010-014. This approval was for two (2) identification signs at 1,201 square feet each.

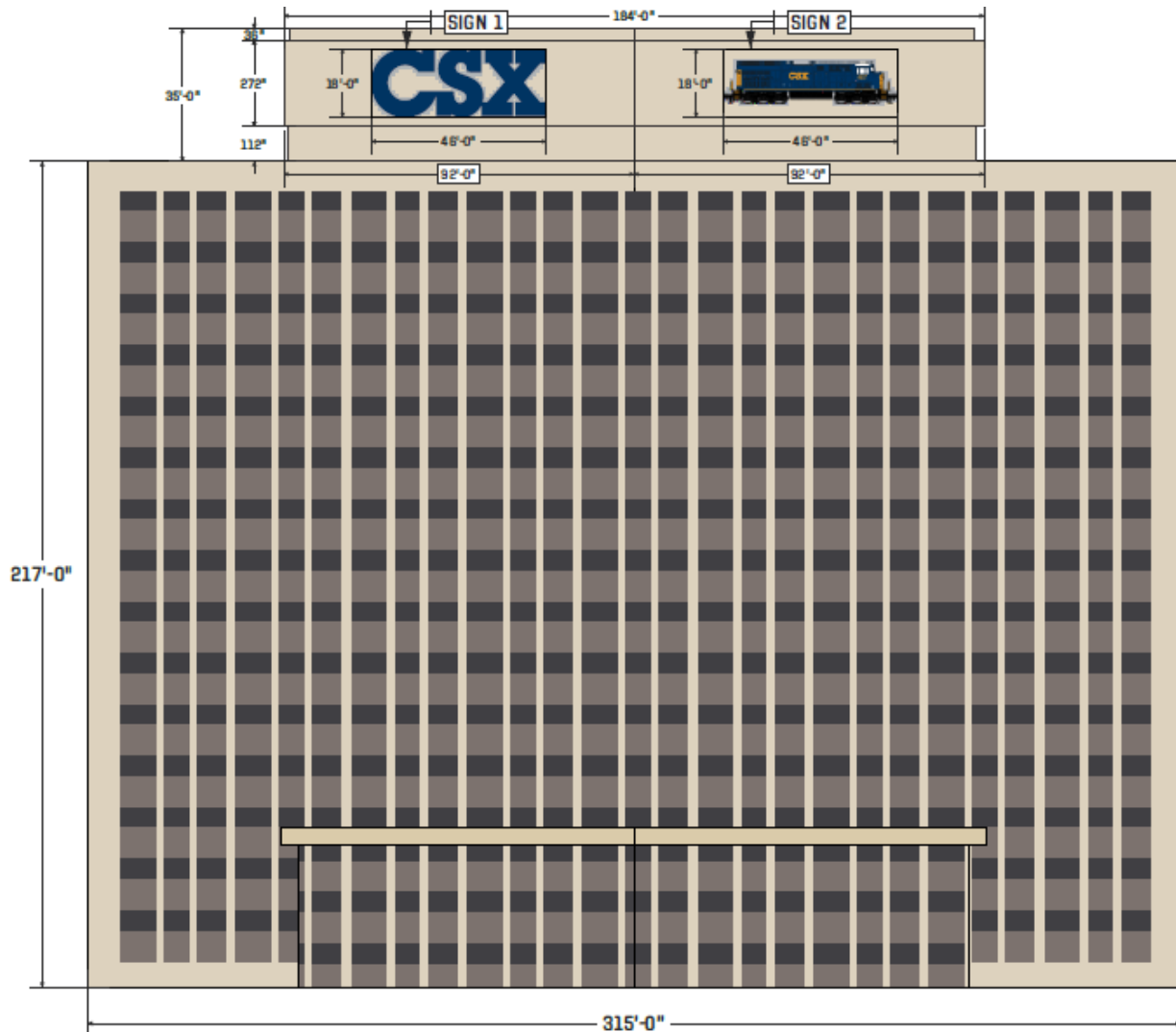
For buildings over five (5) stories, the Downtown Sign Overlay Zone allows for a building identification sign to be ten percent of the total area of the façade fronting a street or 400 square feet, whichever is less. The total area of the building façade is approximately 74,795 square feet; ten percent of this is 7,479 square feet so a maximum size of 400 square feet for a building identification wall sign would prevail.

The structure has a history of high-rise building identification signs that exceed the allowable 400 square feet, evidenced by the existing signage. The applicant is proposing two (2) high rise building identification signs at 1,656 square feet each, one facing the north into Downtown's Central Core and one facing the south, facing the St. Johns River. The same sign is planned for each elevation. In total, the square footage of the signs are approximately 2.2 percent of the area

of the building's façade and approximately 25.7 percent of the area of the top portion of the structure where signage is located.

The sign is composed of two (2) elements: the "CSX" letters and an image of a CSX train engine. Each element is 828 square feet, with the signage for each elevation totaling 1,656 square feet.

The signs are composed of digital channel letters, which operate as electronic message centers. Each letter and the train image are digital boards, able to change colors. The applicant's intent is that the letters may change colors, presenting as a static color, for selected events or holidays.



*Proposed Signage with Dimensions*



*Rendering of Proposed Signage*

### **REVIEW**

The Downtown Development Review Board may authorize a Special Sign Exception in accordance with *Section 656.1333 – Signs permitted* for signs that comply with the criteria set forth in *Section 656.1335 – Design review*, as shown below with staff's findings:

(a) The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed. Signs should respect the architectural features of the façade and be sized and placed subordinate to those features. Overlapping of functional windows, extensions beyond parapet edges obscuring architectural ornamentation or disruption of dominant façade lines are examples of sign design problems considered unacceptable.

- Finding: The applicant is requesting two (2) high rise building identification wall signs, which would exceed the allowable 400 square foot area. The size of the current sign is 1,201 square feet, which exceeds the allowable square footage. Based on work completed by the DDRB special committee on sign code revisions, Staff is recommending that the size of the proposed signage not exceed the existing signs' square footage.

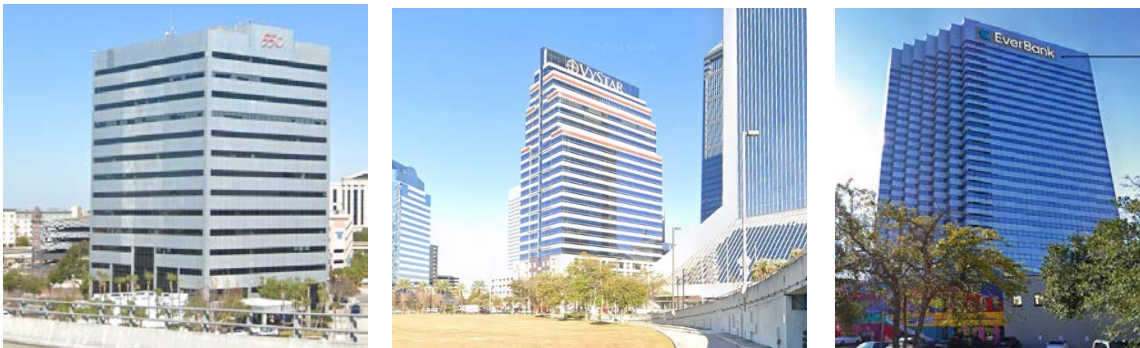
(b) The relationship of colors of the sign to the building it is to be attached to and colors of adjacent buildings and nearby street graphics. The sign's color and value (shades of light and dark) should be harmonious with building materials. Strong contrasts in color or value between the sign and building that draw undue visual attention to the sign at the expense of the overall architectural composition should be avoided.

- Finding: The signs have been designed with dark colors, complementing the existing color ways of the CSX headquarters building via the horizontal bands of dark colored glass that wrap the north and south façades.

As conditioned, the signs' color and value may be coordinated with City-sponsored waterfront activation (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).

(c) The similarity or dissimilarity of the sign's size, shape and lettering to the size, shape and lettering of other conforming signs in the surrounding area.

- Finding: The proposed signs are similar to the size, shape and lettering as existing building identification signs in the area.



*Comparable signs in the area*

(d) The compatibility of the type of illumination, if any, with the type of illumination in the surrounding area. A reverse channel letter that silhouettes the sign against a lighted building is desirable. Lighting of a sign should be accompanied by accent lighting of the building's distinctive architectural features and especially the façade area surrounding the sign. Lighted signs on unlit buildings are unacceptable. The objective is a visual lighting emphasis on the building with the lighted sign as subordinate. The following types of sign illumination shall not be permitted:

- 1) Exposed fluorescent lighting other than neon;
  - 2) Exposed quartz, high or low pressure sodium mercury vapor, or metal halide lighting;
  - 3) Exposed incandescent lamps, other than low-wattage, purely decorative lighting;
  - 4) Signs projected onto the surface of a building.
- Finding: Each digital channel letter operates like an electronic message center. Each letter and the train image are digital boards, composed of LED diodes and able to change colors. Most building identification signs in Downtown have some type of illumination. The applicant has submitted a lumens study using the Federal Highway Administration (FHWA) lighting handbook as a reference, showing the brightness of the proposed sign as viewed from neighboring properties. Staff has conditioned that the brightness shall remain consistent with the submitted lighting study. As conditioned, the proposed signage would be compatible with the types of illumination found in the surrounding area.

CSX HQ Top Cap LED Project							Neighbor Property			
							Distance (ft)	Lofts at Jefferson Street	Doubletree by Hilton Hotel Riverfront	Southerly at Southbank Apartments
Reference Maximum Brightness P100 Setting	100% Max Brightness (Day Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	8000				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	8000	931515	6.417	1.741	1.895
	30% Average Brightness (Day Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P100	Candelas (cd) Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	2400				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	2400	279454	1.925	0.522	0.569
Pre-Curfew Max Brightness P100 Setting	100% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	8000				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	8000	931515	6.417	1.741	1.895
	30% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P100	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	2400				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	2400	279454	1.925	0.522	0.569
Post-Curfew Max Brightness P46 Setting	46% Max Brightness (Night Mode, Full white test pattern)	Display	Base Product	Display ft^2	Display m^2	max Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	3680				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	3680	428497	2.952	0.801	0.872
	14% Average Brightness (Night Mode, running content)	Display	Base Product	Display ft^2	Display m^2	mean Nits @ P46	Candelas Output (Total)	lux at 1250 ft	lux at 2400 ft	lux at 2300 ft
		CSX Rooftop (Train)	Performance Outdoor 10mm	735	68.28	1104				
		CSX Rooftop (Logo)	Performance Outdoor 10mm	518.3	48.16	1104	128549	0.886	0.240	0.262

Reference	<a href="https://highways.dot.gov/safety/other/visibility/fhwa-lighting-handbook-august-2012/5-considerations-concerning-lighting">https://highways.dot.gov/safety/other/visibility/fhwa-lighting-handbook-august-2012/5-considerations-concerning-lighting</a>
Pre-Curfew <=8.0 Lux	See Chart 1.1 At P100 (100% Brightness) Full white content will not exceed light trespass limits for LZ 3
Post-Curfew <=3.0 Lux	See Chart 1.1 At P46 (46% Brightness) Full white content will not exceed light trespass limits for LZ 3

### Lumens Study

(e) The compatibility of the materials used in the construction of the sign with the material used in the construction of other conforming signs in the surrounding area.

- Finding: Signage technology is rapidly evolving. This evolution can progress when the request is conditioned appropriately to ensure a cohesive siting and design pattern.

While the materials used in the sign proposal are more technologically evolved, they are compatible with other conforming signs in the area because, as conditioned, the signs will appear similar to current illuminated building identification signs.

(f) The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is suspended and the surrounding buildings.

- Finding: The placement, size, and general design of the signs is aesthetically and architecturally compatible with the building and the surrounding area.

(g) The proposed signs shall be of high quality, durable materials. Preferred materials include hardwoods, painted woods, metal, or plastic.

- Finding: The innovative materials proposed for the construction of the signs are high quality, durable materials.

In addition to the above criteria, the DDRB may approve Special Sign Exceptions provided that the proposed sign plan is consistent with criteria from *Section 656.1333(j) – Special sign exceptions*; as shown below with Staff's findings.



(1) An exceptional effort toward visual harmony between the signs, structures, and other features of the property through the use of a consistent design theme,

- Finding: Using the CSX color palette and train image, the CSX signage theme is consistent across the features of the property, from ground signs to the proposed building identification signs.

(2) Preserves a desirable existing design or siting pattern for signs in the area,

Finding: The proposed signs are designed as a hybrid between an electronic message center and channel letters. This innovative approach to sign design allows for each sign to change colors. In order to ensure a desirable design pattern for building identification signs in Downtown, Staff has conditioned that the signs must be turned off if not fully operational as designed and permitted; that images/colors on the signs will remain static; no animations, movements, or flashes shall be permitted; and that images/colors on the signs shall have a hold time (or dwell time) of no less than 24 hours. These conditions may be pre-empted on occasion if the signs' color and value are coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).

(3) Minimizes view obstruction or preserve views of historically or architecturally significant structures.

- Finding: The proposed sign does not obstruct any views or significant architectural features.

### **RECOMMENDATION**

Based on the foregoing, the Downtown Development Review Board Staff **recommends approval of DDRB Application 2023-022 for a Special Sign Exception, subject to the following conditions:**

1. Signage for each elevation shall not exceed 1,201 square feet.
2. Signs shall be turned off if not fully operational as designed and permitted.
3. Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
4. Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
5. Brightness shall not exceed the guidance provided in the FHWA Lighting Handbook 2023.

EXHIBIT E

WRITTEN DECISION OF THE DDRB



# Downtown Investment Authority

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November 15, 2023

Kelly Varn  
Taylor Sign and Design, Inc.  
4162 St. Augustine Road  
Jacksonville, Florida 32207

**RE: DDRB 2023-022 CSX - Special Sign Exception Approval**

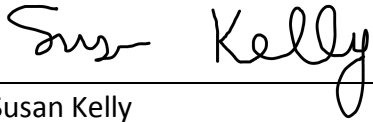
Dear Kelly Varn:

At their meeting on November 9, 2023, the Downtown Development Review Board (DDRB) voted to approve Application DDRB 2023-022 for a Special Sign Exception for the CSX Building at 500 Water Street. This approval allows for installation of two (2) high rise building identification signs, not to exceed 2,201 square feet each, one on the northwest elevation and one on the southeast elevation, subject to the following conditions:

1. Signage for each elevation shall not exceed 1,201 square feet.
2. Signs shall be turned off if not fully operational as designed and permitted.
3. Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront, cultural and sports activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
4. Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront, cultural and sports activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts).
5. Brightness shall not exceed the guidance provided in the FHWA Lighting Handbook 2023.

Please contact Susan Kelly, Redevelopment Coordinator at (904) 255-5307 or email at [ksusan@coj.net](mailto:ksusan@coj.net), should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Susan Kelly". The signature is written in a cursive style with a horizontal line underneath.

Susan Kelly  
Redevelopment Coordinator  
Downtown Investment Authority

A handwritten signature in black ink that reads "Linzee Ott". The signature is written in a cursive style with a horizontal line underneath.

Linzee Ott  
Acting Chair  
Downtown Development Review Board