



Downtown Development Review Board

Thursday July 09, 2020

2:00PM

BOARD MEMBERS

Christian Harden Chairman
Trevor Lee, Vice Chair
William J. Schilling Jr., Board Member
J Brent Allen, Esq. Board Member
Frederick Jones, Board Member

Craig Davisson, Board Member
William J. Schilling Jr., Board Member
Brenna Durden, Esq. Board Member
Joseph Loretta, Board Member

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I. CALL TO ORDER

II. ACTION ITEMS

- A. Approval of the June 12, 2020 DDRB Regular Meeting Minutes
- B. DDRB 2020-008: Woolsey Morcom Special Sign Exception
Applicant: Kelly Varn
- C. DDRB 2020-010: ShareMD Special Sign Exception
Applicant: Kelly Varn
- D. DDTB 2020-011: Maxwell House Special Sign Exception
Applicant: Brad Ginzig
- E. DDRB 2020-009: Ruby Beach Brewing Co
Applicant: Elias Hionides

III. OLD BUSINESS

IV. NEW BUSINESS

V. PUBLIC COMMENTS

VI. ADJOURNMENT

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Meeting ID: 919 1621 7463

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**Downtown Development Review Board (DDRB) Meeting
Zoom Meeting**

Thursday, July 9, 2020, 2:00 p.m.

MEETING MINUTES

Board Members Present: C. Harden, Chair; T. Lee, Vice-Chair; B. Schilling; J. Loretta; C. Davisson; and B. Durden, Esq.

Board Members Not Present: F. Jones and B. Allen, Esq.

DIA Staff Present: Lori Boyer, Chief Executive Officer, Guy Parola, Operations Manager, Steve Kelley, Director of Downtown Real Estate and Development, Lori Radcliffe-Meyers, Redevelopment Coordinator, Ina Mezini, Marketing, and Communications Specialist and Karen Underwood-Eiland

Representing Office of General Counsel: Kealey West, OGC

I. CALL TO ORDER

Meeting Convened: 2:01 p.m.

Chairman Harden called the meeting to order at 2:01 p.m. Chairman Harden read through the COVID-19 executive order for holding public meetings. Chairman Harden called on Ina Mezini to walk through the Zoom toolbar for the public. Chairman Harden discussed the meeting operating procedures.

II. ACTION ITEMS

A. APPROVAL OF THE JUNE 12, 2020 DDRB MEETING MINUTES.

A MOTION WAS MADE BY BOARD MEMBER LEE AND SECONDED BY BOARD MEMBER DURDEN APPROVING THE JUNE 12, 2020 DDRB MINUTES.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

B. DDRB 2020-008: Woolsey Morcom Special Sign Exception

Lori Radcliffe-Meyers reported that DDRB Application 2020-008 seeks approval for a special sign exception to allow for installing two (2) wall signs per frontage located at 630 W. Adams Street.

Kelley Varn, the Applicant, presented the project.

Chairman Harden called for Board Member discussion.

The Board Members discussed the project.

Board Member Davisson entered the proceedings.

Board Member Lee lost connection before motion.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING APPROVAL OF DDRB APPLICATION 2020-008 AS SUBMITTED WITH THE CONDITION THAT THE EAST FAÇADE SIGNAGE BE REDUCED BY 50% AND SUBJECT TO FINAL APPROVAL REGARDING LOCATION AND DESIGN BY STAFF AND

For a special sign, Exception to the Downtown Overlay District, two (2) wall signs per frontage as identified in the attached “Signage Application Request for Approval.

THE MOTION PASSED 5-0-1 (Durden opposed).

C. DDRB 2020-010: ShareMD Special Sign Exception

Lori Radcliffe-Meyers reported that DDRB Application 2020-010 seeks approval for a special sign exception to allow for the installation of one (1) parking garage wall sign, which exceeds the permitted square footage for parking garages without retail. The sign will be attached to the parking garage along the frontage facing the Acosta Expressway.

Kelly Varn, the applicant, presented the project.

The Board Members discussed the project.

Board Member Lee reentered the proceedings.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER DURDEN RECOMMENDING APPROVAL OF DDRB APPLICATION 2020-010 WITH THE FOLLOWING RECOMMENDATIONS:

For a special sign, Exception to the Downtown Overlay District, one (1) oversized parking garage wall sign of 85.4 square feet as identified in the attached “Signage Application Request for Approval.”

THE MOTION PASSED 5-0-1 (Davisson opposed).

D. DDRB 2020-011: Maxwell House Special Sign Exception

Lori Radcliffe-Meyers reported that DDRB Application 2020-011 seeks a special sign exception to allow Maxwell House to change the existing red and blue LED lighting to a new LED multi-colored programmable lighting. The new light can be programmed, which will enable Maxwell House to change the coloring of the sign, cup, and drips to reflect the colors of holidays, special occasions, and possibly even teal and gold for Jaguar Games.

Brad Ginzig was available on behalf of the applicant and provided a presentation.

The Board Members discussed the project and the proposed changes.

Public Comment – Nancy Powell inquired about how the white in the cup was illuminated. Mrs. Powell provided comments regarding how quickly the LED lights will change. Brad Ginzig responded about the five to ten seconds on the sequencing of the drips.

Lori Radcliffe-Meyers reported on the City of Jacksonville sign ordinance language regarding animated signs. Guy Parola elaborated that the sign ordinances are straightforward when it comes to animation and its definition.

Chairman Harden asked how soon it would be installed. Randy Ginzig reported that Maxwell has to get the funds appropriated from corporate, and they are hoping it would take place around the end of September.

Chairman Harden called for a motion.

A MOTION WAS MADE BY BOARD MEMBER DURDEN AND SECONDED BY BOARD MEMBER LEE RECOMMENDING APPROVAL OF DDRB APPLICATION 2020-011 WITH THE FOLLOWING RECOMMENDATIONS:

For a special sign exception to the Downtown Overlay District to allow for the new LED multi-colored lighting and the new LED blue lighting as identified in the attached “Signage Application Request for Approval.”

THE MOTION PASSED UNANIMOUSLY 6-0-0.

Joseph Loretta exited the proceedings at 3:10 p.m.

E. DDRB 2020-009: Ruby Beach Brewing Company

Lori Radcliffe-Meyers reported that DDRB Application 2020-009 seeks Conceptual Approval for the renovation of an existing two-story brick building formerly known as the Letter shop and the construction of a new 14’x 24’ outdoor Beer Garden for the Ruby Beach Brewery. The building is located at 228 and 230 E. Forsyth Street in the Central Core Overlay District.

Elias Hionides, the applicant, presented the project. Mr. Hionides discussed the site plan and requested to place a shipping container in the parking lot.

The Board discussed the project.

Chairman Harden noted that the design documents are limited. Reviewing a full site plan might have addressed some of the Board’s concerns regarding the separation between the parking lot and the streetscape. The Staff has done a great job of identifying the areas for improvement.

Mr. Hionides will meet with the Staff to go over those concerns.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER DAVISSON RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2020-009 WITH THE FOLLOWING RECOMMENDATIONS

- (A) Before submittal for final review, the developer shall meet with staff to:
 - i) identify any deviations sought;
- (B) A final review, the developer shall provide enough detail to illustrate that the “Pedestrian Zone” meets the definition of such in the Ordinance Code, and meets the various requirements and design/amenity features for the “Pedestrian Zone;”
- (C) Streetlights, benches and street furnishings shall be placed in the Amenity Area. Street furnishings (e.g., benches, trash receptacles) shall be under the Downtown Streetscape Design Guidelines;
- (D) A final review, the developer shall provide enough detail to illustrate that Screening and Landscaping of Surface Parking meet the definition of such in the Ordinance Code and achieves the square footage and depth required.

THE MOTION PASSED UNANIMOUSLY 5-0-0

III. OLD BUSINESS

None

IV. NEW BUSINESS

Election of Chair:

Board Member Harden nominated Vice Chairman Lee as Chair. Board Member Durden, Schilling, and Davisson support Board Member Lee as Chair.

The Board discussed a slate for Chair to be presented at the August 13, 2020 DDRB meeting.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER DURDEN NOMINATING BOARD MEMBER TREVOR LEE AS CHAIR OF THE DDRB.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

Board Member Lee accepted to serve as the role of Chair and appreciates the support from the Board.

Board Member Schilling thanked former Chairman Harden for his service, dedication, and time commitment.

The Nominating Committee shall appoint two members to a Nominating Committee. The Nominating Committee shall meet to discuss a slate for Vice-Chair and Secretary. The slate will be presented to the Board as a whole at the regular meeting in August.

All Nominating Committee meetings shall be noticed and conducted as Public Meeting by Section 6 of the DDRB bylaws.

Board Member Harden requested that Board Members Davisson and Schilling be on the nominating committee and bring forth a recommended slate of Vice-Chair and Secretary to the full Board.

Board Member Durden expressed interest in having staff to review the sign code provisions. Due to the staff's workload, she stated that it could occur sometime this year.

Guy Parola requested for Lori Radcliffe-Meyers to conduct an inventory over the last five-years of every sign exceptions that have been approved by vote. Lori Radcliffe-Meyers agreed.

Board Member Harden requested assistance from staff for directions regarding signage within the next two months, depending on the schedule and provide an assessment to the Board.

CEO Boyer reported how the zoning overlay was performed. She pointed out to understand why each of the sign exceptions was requested, regulations they did not meet that necessitated the exception. Include what was granted and what part of the current code that didn't work, will define what needs to be adjusted.

Board Member Harden stated that staff should consider how other growing urban areas like Jacksonville are dealing with signs.

V. PUBLIC COMMENTS

None

VI. ADJOURNMENT

There being no further business, Chairman Harden adjourned the meeting at approximately 3:47 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 Karen Underwood-Eiland, Downtown Investment Authority, at (904) 255-5302 or by email at karenu@coj.net.