

Downtown Development Review Board (DDRB)

Downtown Investment Authority



City Hall, 117 West Duval Street
Lynwood Roberts Room, 1st Floor

Thursday, September 10, 2015 – 2:00 PM

Members:	Ex-Officio and Staff Distribution:
Rafael Caldera, Chairman	Bill Joyce, PW Chief Engineering & Construction
Craig Davisson, Vice-Chair	Terry Sandeen, PW, Traffic Operations Division
Wiatt Bowers, Secretary	Council Member, Albert Ferraro, Jax. Waterways Comm
Logan Rink, Board Member	Jacob Gordon, DVI, Ex-Officio Member
Carol Worsham, Board Member	Joel McEachin, Historic, Ex-Officio Member
Roland Udenze, Board Member	Michael Sands, PW/Dev. Mgt., Ex-Officio Member
Frederick Jones, Board Member	
Greg Bruce, Board Member	
Joseph P Loretta, Board Member	
Ex-Officio and Staff Distribution:	J. Keith Brown, JTA Representative
Aundra Wallace, DIA CEO	Jim Bailey, DIA Representative
Jim Klement, DDRB Development Coordinator	Jason Teal, Assistant General Counsel
Guy Parola, DIA Redevelopment Mgr.	Public Information Office, James Croft
Paul Crawford, OED Deputy Director	Karen Underwood, DDRB Executive Secretary
Alex Rudzinski, OED Director of Development	
I.	CALL TO ORDER – Chairman Caldera
II.	ACTION ITEMS – Chairman Caldera
	A. Approval of the August 27, 2015 Meeting Minutes
	B. Unity Plaza and 220 Riverside Avenue Final approval for 1) Special Sign Exception for Pedestrian wayfinding signs at Unity Plaza that are pole mounted pedestrian wayfinding Signs, 2) master first floor retail /service wall signs, and 3) building wayfinding placards and Directory parking signs.
III.	INFORMATION/DISCUSSION ITEMS Chairman Caldera
	A. 20 West Adams Street, PQH group presenting update as to status of previously approved development
IV.	OLD BUSINESS – Chairman Caldera
V.	NEW BUSINESS – Chairman Caldera
	A. Nomination and selection of DDRB Chairman
	B. Nomination of Vice Chair and Secretary Committee
VI.	PUBLIC COMMENTS – Chairman
VII.	ADJOURNMENT – Chairman
	Next Scheduled Meeting: TBD (October 2015)



Thursday, September 10, 2015 - 2:00 p.m.

MEETING MINUTES

Board Members Present: Chairman R. Caldera, C. Worsham, R. Udenze, F. Jones and J. Loretta

Board Members Not Present: W. Bowers, L. Rink, and G. Bruce

DIA Board Members Present: J. Bailey

DIA Staff Present: Aundra Wallace, DIA CEO; Guy Parola, DIA Manager; Jim Klement, Staff Liaison; and Karen Underwood, Executive Secretary

Representing Office of City Council: Albert Ferraro

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

Chairman Caldera convened the meeting with a quorum present and called the meeting to order at approximately 2:05 p.m.

Jim Klement pointed out that the information/discussion item A. 20 West Adams Street, POH Group will be tabled until a future date.

A correction was made on page 2 of 3; amending the vote from 6-0-0 to 5-1-0 Board Member Udenze opposed project sign. A correction was made on page 3 of 3. Board Member Udenze updated the Board that Susan Grandin discovered John Zona's legislation was withdrawn in City Council after the meeting.

Chairman Caldera asked anyone wishing to speak on a particular project to complete a public speaker card and reminded Board members to disclose if they had any ex-parte communication with any of the applicants presenting projects today or conflicts of interest prior to the item being addressed by the Board.

II. ACTION ITEMS

APPROVAL OF THE AUGUST 27, 2015 DDRB MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER C WORSHAM AND SECONDED BY BOARD MEMBER R. UDENZE APPROVING THE AUGUST 27, 2015 DDRB MEETING MINUTES AS AMENDED. THE MOTION PASSED UNANIMOUSLY 5-0-0.

FINAL APPROVAL OF UNITY PLAZA AND 220 RIVERSIDE BUILDING REQUESTING 1). SPECIAL SIGN EXCEPTION FOR PEDESTRIAN WAYFINDING SIGNS AT UNITY PLAZA THAT ARE POLE MOUNTED PEDESTRIAN WAYFINDING SIGNS, 2). MASTER FIRST FLOOR RETAIL/SERVICE WALL SIGNS, AND 3) BUILDING WAYFINDING PLACARDS AND DIRECTORY PARKING SIGNS.

Mr. Klement reviewed the staff report dated September 10, 2015 for DDRB 2015-007 for recommendation of approval.

Coen Purvis, Hallmark Partners gave the Board Members a presentation of Unity Plaza and 220 Riverside first floor retail. A copy of the presentation is on file. Ryan Richardson, Agent and Developer and Jen Jones, Unity Plaza Executive Director were also present to answer any questions.

The Board Members made comments as noted:

- How would the poles light up? Mr. Purvis answered that the lights will not be lighted. Mr. Richardson stated that landscape lighting may be used on the trees.
- How tall are the pole signs by the street of Riverside? Mr. Richardson responded 14 feet.
- How tall are the parking signs? 2ft, 2 wide.
- The proposed Unity Plaza II logo gives an amphitheater effect.
- A modification was suggested clarifying the design for the retail signs that would read as follows a maximum of 13floor retail signs to not exceed 46 square feet. Mr. Purvis stated that the tenant may go below that, but would like to have the option to go up to 65 square feet for each one.
- Mr. Loretta made a recommendation to make the modification.
- A recommendation was made to install holiday signs when appropriate and to consider additional lighting.

Jason Teal noted that each individual tenant space is going to have a sign that is going to be in the architectural banding above it, and then a smaller logo type sign below on the store front for pedestrian view. The Board discussed the three (3) categories of signs and Council Member Ferraro stated that the recommendation being made should make it as easy for the applicant to change as the businesses grow and do what is necessary to be successful.

Jason Teal stated before voting on the entire sign package, a special sign exception will have voted on first and then vote on the entire sign package making special sign exception.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER JONES APPROVING DDRB 2015-007, SPECIAL SIGN EXCEPTION TO ALLOW A TOTAL OF SEVEN (7) PEDESTRIAN POLE MOUNTED WAYFINDING SIGNS WITH GENERIC OR ON SITE MESSAGES AND INFORMATION, SAID SIGNS ARE APPROXIMATELY 2 FEET X 8 FEET EACH, ON POLES 12 FEET IN HEIGHT. SIX (6) SIGNS WILL BE LOCATED IN UNITY PLAZA,

AT THE INTERSECTION OF FOREST STREET AND RIVERSIDE AVENUE AND ONE (1) SIGN LOCATED ON MAGNOLIA STREET FRONTAGE OF UNITY PLAZA; AND 2. APPROVED THE FIRST FLOOR RETAIL SIGN DESIGN AND LOCATION FOR THE 220 BUILDING AS FOLLOWS: (A) ONE (1) FIRST FLOOR BUILDING TENANT SIGN FACING UNITY PLAZA, NOT TO EXCEED 65 SQ. FT. IN AREA, (B) MULTIPLE BUILDING TENANT IDENTIFICATION SIGNS TO BE LOCATED IN THE DESIGNATED ARCHITECTURAL SIGN BAND ABOVE THE TENANT SPACE WITH SIGNS DESIGNED WITH A HEIGHT OF 2 FEET 6 INCHES BY A VARYING LENGTH PROVIDING THAT NO INDIVIDUAL SIGN SHALL EXCEED 46 SQ. FT. EACH, AND (C) ONE (1) PEDESTRIAN TENANT SIGN PER TENANT SPACE, NOT EXCEEDING 25 SQ. FT. EACH. NOTE: ALL FIRST FLOOR RETAIL SIGNAGE SHALL NOT TO EXCEED A TOTAL OF 3,000 SQ. FT.; AND (3) TWO (2) BUILDING DIRECTORY PANEL FACING RIVERSIDE AVENUE, NOT TO EXCEED 55 IN. X 66 IN.; AND (4) TWO (2) PARKING DIRECTORY SIGNS, ONE (1) ON MAGNOLIA STREET AND ONE (1) ON RIVERSIDE AVENUE NOT TO EXCEED 2 FT 2 IN. X 3 FT. THE MOTION PASSED UNANIMOUSLY 5-0

Jen Jones extended an invitation to the Board Members to attend the Inaugural Harvest Music Jamboree and Northeast Florida Healthy Start baby buggy walk in the park on Saturday September 12 from 5pm – 8pm at 220 Riverside Avenue.

III. INFORMATION/DISCUSSION ITEMS

- A. 20 WEST ADAMS STREET, PQH GROUP PRESENTING UPDATE AS TO STATUS OF PREVIOUSLY APPROVED DEVELOPMENT – Item was deferred.

IV. OLD BUSINESS

CEO Wallace reported that Board Member Worsham is being reappointed; Resolution 2015-0651 and Fred Jones is being reappointed; Resolution 2015-0652. He encouraged them to reach out to the Rules Committee Chairman Councilman Schellenberg. Karen Underwood will provide the Rules committee roster to the Board if needed. The administration is fully aware of vacancies and is working on having them filled.

CEO Wallace invited the Board Members to attend the stake holders meeting for the River place Boulevard Road Diet. Invitations will be emailed. Guy Parola was present to answer any questions.

V. NEW BUSINESS

A. Nomination and selection of DDRB Chairman

Chairman Caldera opened the floor for nomination of the new chairman for 2015-2016.

Board Member Udenze nominated Board Member Worsham as Chair

Board Member Worsham nominated Board Member Davisson as Chair

Board Member Loretta nominated Board Member Caldera as Chair.

Board Member Worsham withdrew her motion to nominate Board Member Davisson.

Board Member Udenze nominated Board Member Jones as Chair.

Chairman Caldera nominated Craig Davisson as the next Chairman for 2015-2016.

Board Member Worsham stated that she didn't realize that Board Member Caldera was interested and willing to continue serving in this capacity.

Chairman Caldera reiterated the need for the Board to be proactive, involved and committed.

Board Member Loretta noted that he is committed to do what is necessary, but will not be able to attend the Joint meeting on the September 24th.

Jason Teal noted meeting dates have been moved to address other city meeting dates such as the Planning Commission. This Board sits as the Planning Commission for Downtown. The second Thursday of each month fits best. Board Member Udenze commented that whoever wins the Chair position should make it part of their duty to make sure that a meeting is held. He pointed out if there are no agenda items to suggest a workshop and make it a productive meeting. Chairman Caldera concurred.

Board Member Worsham withdrew her name from being nominated as Chair.

A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER WORSHAM TO NOMINATE BOARD MEMBER CALDERA AS CHAIRMAN. THE MOTION PASSED UNANIMOUSLY 5-0.

B. Nomination of Vice Chairman and Secretary

Jason Teal stated that the Chairman has the first official task as to appoint the nominating committee for the Vice Chair and the Secretary.

Board Member Udenze asked if the nominating committee can nominate themselves. Jason Teal responded yes.

Chairman Caldera appointed Board Member Worsham and Board Member Jones to the nominating committee to select a Vice Chair and Secretary. The committee will meet on September 17th at 9:30 a.m. in conference Room C on the 3rd Floor of City Hall.

Jason Teal reported at the next meeting there will be an action item where the report from the nominating committee as to the recommendation for the Vice Chair and Secretary. The Chairman would still open up the floor for additional nominations.

VI. PUBLIC COMMENT

None

VII. ADJOURNMENT

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There being no further business, Chair Caldera adjourned the meeting at approximately 3:27 p.m. The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Karen Underwood, Downtown Investment Authority at (904) 630-3492 or by email at karenu@coj.net.