



## Downtown Development Review Board

Hybrid Virtual In-Person Meeting  
Tuesday March 23, 2021 at 2:00PM

### BOARD MEMBERS

**Trevor Lee**, Chairman

J Brent Allen, Esq., Vice Chairman

Brenna Durden, Esq., Secretary

Christian Harden, Board Member

Frederick Jones, Board Member

Matt Brockelman, Board Member

Joseph Loretta, Board Member

Craig Davisson, Board Member

William J. Schilling Jr., Board Member

***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.C., tab II. D., or tab II.E., please email Ina Mezini at [RMezini@coj.net](mailto:RMezini@coj.net).*

#### I. CALL TO ORDER

#### II. ACTION ITEMS

A. Voting Conflict Form 8B Matt Brockelman 2021-0211 (2021-001 Laura Street Trio)

B. Approval of the February 11, 2021 DDRB Regular Meeting Minutes

C. DDRB 2020-023: River City Brewery

Applicant: Cyndy Trimmer

D. DDRB 2021-003: Baptist Special Sign Exception

Applicant: Kelly Varn

E. DDRB 2021-004: H2 Health Special Sign Exception

Applicant: Jill Riley

#### III. OLD BUSINESS

#### IV. NEW BUSINESS

#### V. PUBLIC COMMENTS

#### VI. ADJOURNMENT

[CONTINUED ON FOLLOWING PAGE]

*Please be advised that this will be a hybrid virtual in person meeting. Attendees may participate in person or virtually.*

### **PHYSICAL LOCATION**

Jacksonville Public Library-Main Library/Downtown  
303 North Laura Street  
Multipurpose Room (located in the Conference Center)  
Jacksonville, Florida 32202

At present, all visitors are subject to a COVID-19 screening upon entering a City of Jacksonville building. In addition, a mandatory face covering requirement is in place for all public buildings pursuant to Emergency Executive Proclamation 2020-005.

**Directions to Multipurpose Room:** Upon entering Laura Street entrance to the Library, follow directions and signage for temperature check, then proceed into the Main 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 hallway out. Turn left out of the hallway and proceed through glass doors into Conference Center. The Multipurpose Room is the first room on the left.

### **VIRTUAL LOCATION**

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

#### **By Computer**

<https://zoom.us/j/98596868344?pwd=bFJ1UEhrMmJ2SGNoKzNCdndzTmZLdz09>

**Meeting ID: 985 9686 8344**

**Passcode: 698693**

#### **One tap mobile**

+1 (646) 558-8656 (New York)

+1 (312) 626-6799 (Chicago)

**Find your local number:** <https://zoom.us/u/avyAuMLXj>



**Downtown Development Review Board (DDRB)  
Meeting  
Hybrid Virtual In-Person Meeting  
*Tuesday March 23, 2021 2:00 p.m.***

**MEETING MINUTES**

**Board Members Present:** T. Lee, Chair; B. Allen, Esq, Vice Chair; B. Durden, Esq. Secretary; B. Schilling; J. Loretta; M. Brockelman; C. Davisson.

**Board Members Excused:** C. Harden, F. Jones.

**DIA Staff Present:** Lori Radcliffe-Meyers, Redevelopment Coordinator, Ina Mezini, Marketing and Communications Specialist, and Xzavier Chisholm Administrative Assistant.

**Representing Office of General Counsel:** Jason Teal.

**I. CALL TO ORDER**

**Meeting Convened: 2:00 p.m.**

Chairman Lee called the meeting to order at 2:00 p.m. Chairman Lee commented on holding a hybrid meeting. Chairman Lee walked through the procedures for anyone participating by Zoom.

**II. ACTION ITEMS**

**A. FORM 8B VOTING CONFLICT**

**B. APPROVAL OF THE FEBURARY 11, 2021 DDRB MEETING MINUTES**

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER LORETTA APPROVING THE FEBURARY 11, 2021 DDRB MINUTES.**

**THE MOTION PASSED 7-0-2.**

**C. DDRB 2020-023: RD RIVER CITY BREWERY CONCEPTUAL APPROVAL APPLICANT – CYNDY TRIMMER**

Lori Radcliffe-Meyers reported that DDRB Application 2020-023 is requesting Conceptual Approval for an 8-story multi-family residential complex with attached parking garage located at 0 Museum Circle Drive.

Chairman Lee asked for the applicant presentation.

Cyndy Trimmer, the Applicant/Agent presented RD River City Brewery.

Beatrice Hernández, MSA, presented the project. She discussed the site plan and the architecture.

Chairman Lee called for Public comment.

Nancy Powell commented on the volumetrics of the project.

Stanley Scott echoed Nancy Powell's concerns.

Chairman Lee called for Board comment.

Board member Davisson discussed the architecture of the building.

Board member Durden discussed the volumetrics, staff recommendations and the Riverwalk.

Board member Schilling discussed coloring of the building, amenities, and transportation related items.

Board member Allen commented on the south end elevation around the parking garage.

Board member Loretta discussed design revisions and had questions about the restaurant. He also discussed the architecture and the cul-de-sac.

Board member Brockelman thanked the development team.

Chairman Lee discussed improvements in the project. Also discussed the garage.

Chairman Lee called for Jill Enz to come to the podium.

Board member Durden asked about the Riverwalk and the relationship between the development and the Riverwalk.

Jill Enz discussed Friendship Fountain Park and the Riverwalk.

Board member Davisson asked about the Riverwalk and the boat ramp.

Jill Enz discussed the boat ramp and FEMA.

Board member Durden continued to discuss the Riverwalk and how a pedestrian would move through the area.

Cyndy Trimmer discussed the Riverwalk, Friendship Fountain Park, and pedestrian movement.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER BROCKELMAN AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2020-023.**

**THE MOTION PASSED 7-0-2.**

**D. DDRB 2021-003: BAPTIST HEART HEALTH SPECIAL SIGN EXCEPTION APPLICANT – KELLY VARN**

Lori Radcliffe-Meyers reported that DDRB Application 2021-003 is requesting Conceptual Approval seeks approval for a special sign exception to allow for the installation of one (1) monument sign located at 800 Prudential Drive.

Chairman Lee asked for the applicant presentation.

Kenneth May, Taylor Sign and Design, provided the applicant presentation.

Chairman Lee called for public comments.

Chairman Lee called for Board comment.

Board member Durden asked about the materials of the sign.

Ken May discussed the construction of the sign.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER DURDEN RECOMMENDING APPROVAL OF DDRB APPLICATION 2021-003.**

**THE MOTION PASSED 7-0-2**

**E. DDRB 2021-004: H2 HEALTH SPECIAL SIGN EXCEPTION APPLICANT – JILL RILEY**

Lori Radcliffe-Meyers reported that DDRB Application 2021-004 seeks approval for a special sign exception to allow for the installation of one (1) additional wall sign located on a non-street frontage wall at 484 Riverside Avenue.

Chairman Lee asked for the applicant presentation.

Jill Riley, Signarama, provided the applicant presentation.

Chairman Lee called for public comments.

Chairman Lee called for Board comment.

Board member Durden asked about the lighting of the sign.

Jill Riley discussed the lighting of the sign.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING APPROVAL OF DDRB APPLICATION 2021-004.**

**THE MOTION PASSED 7-0-2**

**III. OLD BUSINESS**

Board member Durden questioned signs and the Downtown Sign Ordinance.

Lori Radcliffe-Meyers spoke about the Ordinance.

Board member Allen asked about Chairman delegation.

Jason Teal, OGC, commented on the code.

Board member Davisson discussed signage.

**IV. NEW BUSINESS**

**V. PUBLIC COMMENTS**

None

**VI. ADJOURNMENT**

There being no further business, Chairman Lee adjourned the meeting at approximately 3:09 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 Ina Menzini at 904-255-5693 or RMezini@coj.net.