



## Downtown Development Review Board

Hybrid Virtual In-Person Meeting  
Thursday, August 12, 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.B, tab II.C, or tab II.D, please email Ina Mezini at [RMezini@coj.net](mailto:RMezini@coj.net).*

### I. CALL TO ORDER

### II. ACTION ITEMS

A. Approval of the July 15, 2021, DDRB Regular Meeting Minutes

B. DDRB 2021-012 Jaguars Football Performance Center Conceptual Approval

Applicant: Cyndy Trimmer

C. DDRB 2021-002 Project 323 Final Approval

Applicant: John Allmand

D. Resolution 2021-07-01: Cathedral District Design Guidelines

### III. OLD BUSINESS

### IV. NEW BUSINESS

### V. PUBLIC COMMENTS

### VI. ADJOURNMENT

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

**PHYSICAL LOCATION**

City of Jacksonville Edward Ball Building  
214 N Hogan St  
8th Floor (Conference Room – 851)  
Jacksonville, Florida 32202

Visitors are encouraged not to enter City owned public buildings if they have: symptoms of COVID-19, a fever of 100.4 degrees Fahrenheit or higher, are currently undergoing evaluation for COVID-19 infection, a diagnosis of COVID-19 in the prior 10 days or have had close contact with someone infected with COVID-19 during the prior 14 days. Any member of the public entering City owned public building may choose to wear a mask inside the building.

**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  
Thursday, August 12, 2021 2:00 p.m.**

**MEETING MINUTES**

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

**Board Members Excused:** B. Durden, Esq., Secretary; and F. Jones

**DIA Staff Present:** Guy Parola, Operations Manager; Lori Radcliffe-Meyers, Redevelopment Coordinator; Ina Mezini, Marketing and Communications Specialist; Jackie Mott, Financial Analyst; and Xzavier Chisholm, Administrative Assistant.

**Representing Office of General Counsel:** Susan Grandin, Esq.

**I. CALL TO ORDER**

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

Chairman Lee called the meeting to order at 2:00 p.m.

**II. ACTION ITEMS**

Chairman Lee reorganized the agenda, stating that Item D, Resolution 2021-07-01: Cathedral District Design Guidelines, will be taken up after the July 15<sup>th</sup> Meeting Minutes Approval, followed by Item C, DDRB 2021-002 Project 323 Final Approval.

**A. APPROVAL OF THE JULY 15, 2021 DDRB REGULAR MEETING MINUTES**

Chairman Lee opened the floor for comment. Seeing none, Chairman Lee called for a vote.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER SCHILLING APPROVING THE JULY 15, 2021 DDRB MINUTES.**

**THE MOTION PASSED 6-0-0.**

**B. RESOLUTION 2021-07-01: CATHEDRAL DISTRICT DESIGN GUIDELINES**

Mr. Guy Parola reported that Resolution 2021-07-01: Cathedral District Design Guidelines seeks to update the design guidelines and offer a statement of intent regarding additional guidelines for projects within the Cathedral District.

Ms. Ginny Myrick, President of Cathedral Jax, provided a presentation on the proposed Cathedral District design guidelines update.

Board Member Loretta stated that he would be recusing himself from the vote.

Mr. Parola confirmed for Board Member Schilling that the additional design guidelines would only pertain to the Cathedral District. Mr. Parola also confirmed that DIA Staff are in support of the additional guidelines.

Discussion occurred regarding Ashley Square Senior Housing and the design standards that were utilized when the project was approved.

Board Member Davisson stated his concern for the word “mimic” that is included in the proposed design guideline language. Ms. Myrick responded that they are seeking something unique, and the intent is not to mimic.

Chairman Lee stated that he agrees with Board Member Davisson.

Chairman Lee called for public comment. Mr. Xzavier Chisholm responded that there are no requests for public comment at the time.

Board Member Harden proposed a change to the language in Bullet 6, Section 2, replacing “mimic” with “respect.”

Board Member Schilling stated that he has no objection to the change in language.

**A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER SCHILLING TO CHANGE THE LANGUAGE IN BULLET 6, SECTION 2, REPLACING “MIMIC” WITH “RESPECT” AND APPROVE RESOLUTION 2021-07-01.**

**THE MOTION PASSED 6-0-0.**

**C. DDRB 2021-002 PROJECT 323 FINAL APPROVAL**

Chairman Lee called for the staff report.

Ms. Lori Radcliffe-Meyers reported that DDRB Application 2021-002 is seeking final approval for the adaptive reuse of the existing building at 323 Bay Street. The proposal includes interior and exterior renovations to create a concert hall music venue with a stage, bar, and second floor lounge and viewing space.

Chairman Lee called for the applicant’s presentation.

John Allmand provided the applicant presentation.

Chairman Lee opened the floor to the Board for discussion.

Mr. Allmand confirmed for Board Member Allen that the signage for the project will come back to the Board for approval.

Board Member Harden asked what the timetable for construction would be. Mr. Allmand responded that they are working on the construction documents and engineering but that the plan is to start construction as soon as possible.

Board Member Davisson asked what changed regarding the building façade since the project’s conceptual approval. Mr. Allmand responded that configuration of the storefront changed slightly.

Mr. Allmand confirmed for Chairman Lee that there will be a rooftop bar and that there is no plan to screen it.

Ms. Lori Radcliffe-Meyers clarified for Susan Grandin, Office of General Counsel, that the Certificate of Appropriateness states that the new glazing for storefronts shall be clear. Mr. Allmand agreed that the design will be clear.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER BROCKELMAN AND SECONDED BY BOARD MEMBER HARDEN RECOMMENDING APPROVAL OF DDRB APPLICATION 2021-002.**

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

**D. DDRB 2021-012 JAGUARS FOOTBALL PERFORMANCE CENTER CONCEPTUAL APPROVAL**

Chairman Lee called for the staff report.

Ms. Radcliffe-Meyers reported that DDRB Application 2021-012 is seeking conceptual approval for a 127,087 sq ft performance center located at 1 TIAA Bank Drive and consisting of office space, equipment room, meeting rooms, weight training and medical facilities, an indoor practice field, and two outdoor natural grass fields, as well as 2,300 seat bleachers, a team store, concession facilities and other ancillary improvements.

Ms. Grandin asked for clarification regarding clear versus transparent glass. Chairman Lee responded that generally they are the same.

Chairman Lee called for applicant's presentation.

Ms. Trimmer provided the applicant presentation.

Chairman Lee opened the floor for discussion.

Ms. Trimmer stated that the applicant is open to feedback, and they are working with the Cultural Council on imagery for the mural.

Board Member Harden stated his support.

Board Member Allen commented that the populace coming in from the Beach, off the expressway, could benefit from the applicant enhancing the backside of the building.

Board Member Schilling stated his support and that he would like to see more pedestrian zones along Franklin Street and suggested having the amenity zone up against the retaining wall.

Board Member Loretta stated he is concerned the parking lot on the North and on the side does not meet code. He also noted that the redevelopment of the fairground could have a significant impact.

Ms. Trimmer clarified for Chairman Lee that Franklin Street is not part of the City's incentive package with the Jaguars.

Board Member Brockelman stated his support.

Chairman Lee asked the applicant if there is any intention to make the new practice facility architecturally like the existing practice fields. Ms. Trimmer responded that the new facility is meant to be its own stand-alone facility while the existing practice facility is integrative with Daily's Place.

Christine Pitcole, Rossetti Studio, added that the intent is to make it integrative with the campus, but stand-alone with its own identity.

Chairman Lee stated he agrees with his colleagues and that he supports the project.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING APPROVAL OF DDRB APPLICATION 2021-012.**

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

**III. OLD BUSINESS**

No old business.

**IV. NEW BUSINESS**

No new business.

**V. PUBLIC COMMENTS**

No public comments.

**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 Xzavier Chisholm at 904-255-5302 or xchisholm@coj.net.*