



Members:		Ex-Officio and Staff Distribution:	
Rafael Caldera, Chairman		Bill Joyce, PW Chief Engineering & Construction	
Craig Davisson, Vice-Chair		Richard Ball, PW, Traffic Operations Division	
Wiatt Bowers, Secretary		Jim Love, Member of Council, District 14	
Logan Rink, Board Member		Scott Shine, Jacksonville Waterways Commission	
Carol Worsham, Board Member		Vickie Drake, Ex-Officio Member	
Roland Udenze, Board Member		Jacob Gordon, Ex-Officio Member	
Frederick Jones, Board Member		William Lyle, Ex-Officio Member	
Greg Bruce, Board Member		Joel McEachin, Ex-Officio Member	
Joseph P Loretta, Board Member		Michael Sands, Ex-Officio Member	
Ex-Officio and Staff Distribution:		J. Keith Brown, JTA Representative	
Aundra Wallace, DIA CEO		Jim Bailey, DIA Representative	
Jim Klement, DDRB Staff Liaison		Jason Teal, Assistant General Counsel	
Guy Parola, DIA Redevelopment Mgr.		David DeCamp, Public Information Office	
Ted Carter, OED Executive Director		Karen Underwood, DDRB Executive Secretary	
Paul Crawford, OED Deputy Director			
Alex Rudzinski, OED Director of Development			
I.	CALL TO ORDER – Chairman Caldera		
II.	ACTION ITEMS – Chairman Caldera		
	Approval of the December 11, 2014 Meeting Minutes		
	DDRB 2015-005, Special Sign Exception, Hyatt Regency Jacksonville Riverfront banner sign, 225 East Coast Line Drive - Final Approval		
	DDRB 2014-008, Modification request to Final Approval plan, Intuition Ale Works second floor façade material and roof top cover, 929 East Bay Street - Final Approval		
III.	INFORMATION/DISCUSSION ITEMS – Chairman Caldera		
IV.	OLD BUSINESS – Chairman Caldera		
V.	NEW BUSINESS – Chairman Caldera		
	Tony Allegretti, information, The Cultural Council of greater Jacksonville		
	Christie Holechek, information, Art in Public Places		
VI.	PUBLIC COMMENTS – Chairman Caldera		
VII.	ADJOURNMENT – Chairman Caldera		
	Next Scheduled Meeting: TBD		



MEETING MINUTES

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

Board Members Not Present: G. Bruce and C. Davisson

DIA Staff Present: Aundra Wallace, DIA CEO; Jim Klement, Staff Liaison; Natalia Hernandez, DIA UNF Intern; and Karen Underwood, Executive Secretary

Representing Office of City Council: Lori Boyer

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

A quorum was confirmed and Chairman Caldera called the meeting to order at approximately 2:07 p.m. He introduced Joseph Loretta the new DDRB Board Member.

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 OCTOBER 2, 2014 DDRB MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER W. BOWERS AND SECONDED BY BOARD MEMBER C. WORSHAM APPROVING THE DECEMBER 11, 2014 DDRB MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 6-0-0.

DDRB 2015-005, SPECIAL SIGN EXCEPTION, HYATT REGENCY JACKSONVILLE RIVERFRONT BANNER SIGN, 225 EAST COAST LINE DRIVE – FOR FINAL APPROVAL

Mr. Klement reviewed the project report dated May 28, 2015.

Michael Munz, Dalton Agency provided an overview of the project on behalf of Hyatt Regency Jacksonville Riverfront. He introduced Gino Caliendo, Hyatt Regency's General Manager. This application is requesting that Hyatt be granted permission to place a temporary sign on a

windowless column on its west-facing façade, along Newnan Street, for a period not to exceed six months.

The floor was open and closed for public comments (there were no comments from the public).

Board Member Udenza arrived after the minutes were approved.

The following were relative comments from the Board:

- Really good opportunity given the challenges that the Hyatt currently has in terms of circulation. This is a very necessary project.
- Wanted an understanding of what is being installed. Brandon Clark responded that the proposed temporary sign will use vinyl wrap.
- Jason Teal noted that there was a 6-month limit and asked if 6-months would be enough time. Mr. Munz requested to have an extension through the end December 31, 2015. Mr. Klement stated that the sign shall be removed on or prior to December 31, 2015.
- There was a question from Mr. Munz asking about the appeal process and timing. Mr. Jason Teal noted that there was no way that the appeal could be waived. The appeal period was established in the Ordinance Code. He pointed out what could be done is to authorize the applicant to proceed at your own risk, before the expiration of the appeal date filing of a 21-day window.

A MOTION WAS MADE BY BOARD MEMBER W. BOWERS AND SECONDED BY BOARD MEMBER J. LORETTA AMENDING THE FINAL APPROVAL OF DDRB APPLICATION 2015-005 OF A SPECIAL SIGN EXCEPTION, FOR A TEMPORARY BANNER THAT INCLUDES THE CONDITIONS (1). BANNER NOT TO EXCEED 120 FEET BY 36 FEET IN AREA AND (2) BANNER SHALL BE DISPLAYED FOR A PERIOD OF TIME NOT TO EXCEED DECEMBER 31, 2015.

THE MOTION PASSED UNANIMOUSLY 7-0-0.

DDRB 2014-008, MODIFICATION REQUEST TO FINAL APPROVAL PLAN, INTUITION ALE WORKS SECOND FLOOR FAÇADE MATERIAL AND ROOF TOP COVER, 929 EAST BAY STREET – FOR FINAL APPROVAL.

Mr. Klement reviewed the project dated May 28, 2015.

Mr. Milan Milnovic, Design Architect presented the designs to the Board.

The floor was open and closed for public comments (there were no comments from the public).

The following were relative comments from the Board.

- The question of signage was asked, and Mr. Milnovic stated that it will be addressed at a later date when the applicant has finalized design.
- Comments from the Board indicated the proposed substitutions look great and supports the industrial theme, and the proposed materials add a more visual entrance to the building.
- Questions were asked so as to clarify the space on 2nd Floor. Mr. Milnovic responded that design had to lift the roof up to accommodate the beer tanks located on the first floor.
- Questions were asked about the east elevation and proposed future entrance to the space to the right of the intuition space. Mr. Milnovic replied that the referenced was not a part of the space being developed by intuition and will the responsibility a future tenant.

A MOTION WAS MADE BY BOARD MEMBER C. WORSHAM AND SECONDED BY BOARD MEMBER J. LORETTA APPROVING THE FINAL APPROVAL FOR MODIFICATIONS FOR 2014-008, THAT INCLUDE: (1). SUBSTITUTIONS OF SECOND FLOOR FAÇADE BUILDING MATERIALS, AND (2). SUBSTITUTIONS FOR THE SECOND FLOOR “TENT CANOPY” ALLOWING AN INDUSTRIAL DESIGN THEME

THE MOTION PASSED 6-0-1(BOARD MEMBER RINK RECUSED HIMSELF FROM VOTING)

III. INFORMATION/DISCUSSION ITEMS

Jim Klement commented about the electronic agenda packet and paper copies. He suggested for the Board to request a paper copy if needed as the intent of the staff was to continue to weight information via electronic mail.

Board Member F. Jones asked if there was any value in meeting regardless if there is an agenda item. Can the Board hold a workshop in general as projects are seen downtown that may relate to things that the DDRB. Mr. Klement replied that he would have an informal conversation with CEO Wallace. Chairman Caldera agrees and believes that the DDRB is willing to work with the DIA.

Mr. Teal noted to the Board to communicate with Staff. Jim Klement would work with Chairman Caldera regarding agenda items including workshop agendas.

Board Member W. Bowers stated that it would be helpful to have a discussion about garage process.

IV. OLD BUSINESS

None

V. NEW BUSINESS

Tony Allegretti, Executive Director of the Cultural Council provided information from the Cultural Council of Greater Jacksonville. He also shared information regarding a county-wide project that will have installations downtown on private surfaces. The murals will add to the quality of life. Mr. Allegretti announced that he will be resigning from the DIA.

Christie Holechek, Director of Art in Public Places, Cultural Council provided an overview of an additional art projects that were being developed in downtown.

Kenny Rouh, co-founder of Roux Art, Inc., stated that he and his wife Kate Rouh are proud to be a part of the effort of the beautification of downtown. They are grateful to the Cultural Council and the Art in public Places committee for having the foresight to understand how effectively a mosaic would work in the space and honored to be chosen of the Cultural Council.

The Board Members discussed the Master Plan and Board Member Udenze considered having a workshop to review the elements of the plan that needs to be updated. He also suggested a workshop for code enforcement citation permits.

Council Member Boyer arrived at 3:04 p.m.

A discussion ensued regarding the DDRB guidelines, CRA Plan and the difference between DIA and DDRB roles.

Mr. Klement recommended DDRB to schedule a workshop with the DIA to provide DDRB's input.

Chairman Caldera requested Mr. Klement to provide an update from the past months from DIA to the DDRB. Board Member Udenze recommended setting up the next meeting as a workshop to go through the concerns in a formal setting. Jason Teal noted to the Board to communicate ideas for the workshop to Jim Klement and he will create agenda topics to be discussed.

Council Member Boyer asked Mr. Teal to forward a question to OGC regarding the DDRB Guidelines were adopted by City Council and they have delegated the zoning authority for downtown to the DDRB. The request of the DIA to waive the necessity of compliance with the guidelines to go through DDRB for the Shipyards. Does that require a council waiver because essentially what the DDRB is doing is waiving the zoning requirement that was delegated to the DDRB? Mr. Teal responded that it would depend on what authority was granted to the DIA and he will research that information.

VI. PUBLIC COMMENTS

There were no public comments.

VI. ADJOURNMENT

Downtown Development Review Board (DDRB)

May 28, 2015

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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.