

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, November 9, 2023,
commencing at 2:00 p.m., at the Jacksonville Public
Library, 303 North Main Street, Conference Room G4,
Jacksonville, Florida, before Diane M. Tropa, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

LINZEE OTT, Acting Chair.
GARY MONAHAN, Secretary.
TREVOR LEE, Board Member.
FREDERICK JONES, Board Member.
JOSEPH LORETTA, Board Member.

ALSO PRESENT:

GUY PAROLA, DIA, Operations Manager.
SUSAN KELLY, DIA, Redevelopment Coordinator.
CARLA LOPERA, Office of General Counsel.
CHRIS MILLER, City Council Member/Liaison.

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1 BOARD MEMBERS: (No response.)
2 THE CHAIRWOMAN: Wonderful. The October
3 meeting minutes are approved.

4 Just a quick reminder, if you guys haven't
5 signed in before we get started, the sign-up
6 sheets are up here on the counter. And that
7 would be really helpful if you could just make
8 sure to sign in at some point in time.

9 Our first item on the agenda --

10 MS. KELLY: If I may, so through the Chair
11 to the board, we've had a request that one of
12 the items, the rezoning, move up, conventional
13 rezoning. And part of the reason is because we
14 have many meetings -- which is one of the
15 reasons we're in here -- that are overlapping.
16 And so in order for the applicant to get
17 somewhere else, we're going to try to go ahead
18 and take up the rezoning.

19 THE CHAIRWOMAN: That being said, we're
20 going to go ahead and open the public hearing
21 on Item Number 2023-0751, which is the
22 West Ashley Street conventional rezoning.

23 Staff, we would love a report.

24 MS. KELLY: Yes. Okay. So DDRB
25 Application 2023- -- sorry about that --

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1 PROCEEDINGS
November 9, 2023 2:00 p.m.

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3 THE CHAIRWOMAN: All right. Ladies and
4 gentlemen, I'm going to call the meeting to
5 order. Thank you for everyone's patience. I
6 hope everyone found the room okay.

7 Okay. We have a few things on the agenda
8 today. Thanks for bearing with us in a
9 different room, different setup.

10 The first item is -- we're going to talk
11 about the October minutes, so I'm going to open
12 the October minutes.

13 BOARD MEMBER LORETTA: Move to approve the
14 October 12th minutes.

15 THE CHAIRWOMAN: Okay.

16 BOARD MEMBER MONAHAN: Second.

17 THE CHAIRWOMAN: Thank you.

18 Motion by Mr. Loretta, I think second by
19 Mr. Monahan.

20 Any discussion? Any questions?

21 BOARD MEMBERS: (No response.)

22 THE CHAIRWOMAN: All right. All in favor
23 of approving the October minutes?

24 BOARD MEMBERS: Aye.

25 THE CHAIRWOMAN: Any opposed?

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1 Ordinance 2023-0751 seeks to rezone the
2 property at 331 West Ashley Street from PUD to
3 CCBD. The subject site is part of the Pearl
4 Street District multiphase plan that was
5 approved at the October DDRB meeting last
6 month.

7 The property -- this little sliver of this
8 property -- so, basically, all of the master
9 plan sites are CCBD except for this parcel. So
10 this parcel was zoned PUD in 1996. And since
11 that time, as you all know, conventional zoning
12 districts within downtown have been
13 consolidated into the CCBD.

14 So the applicant plans to redevelop the
15 site in alignment with the conventional
16 district. And, as a result, staff recommends
17 approval of Ordinance 2023-0751, and I'm happy
18 to take any questions.

19 THE CHAIRWOMAN: All right. Do any board
20 members have questions for staff?

21 Okay. Is there an applicant presentation?
22 (Mr. Diebenow approaches the podium.)

23 MR. DIEBENOW: My name is Steve Diebenow.
24 My address is One Independent Drive, Suite
25 1200.

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1 I'm here on behalf of Cyndy Trimmer,
 2 and -- don't ask me any hard questions, please.
 3 I'm happy to answer any questions you may have.
 4 Cyndy has all the answers.
 5 This is just to conform exactly what the
 6 staff said. We're just looking to conform
 7 everything to the CBD [sic] and -- still
 8 subject to all the other rules and regulations
 9 that govern development on the site.
 10 Thanks.
 11 THE CHAIRWOMAN: Questions for the
 12 applicant?
 13 BOARD MEMBERS: (No response.)
 14 THE CHAIRWOMAN: Okay. Staff, do we have
 15 any public comment?
 16 MS. KELLY: I don't have any cards.
 17 THE CHAIRWOMAN: Okay. Does anybody wish
 18 to file a public comment card or make a public
 19 comment at this time?
 20 AUDIENCE MEMBERS: (No response.)
 21 THE CHAIRWOMAN: Okay. Thank you.
 22 Okay. Then we'll go ahead and close the
 23 public hearing.
 24 Mr. Secretary, is there a motion to
 25 call the --
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1 BOARD MEMBER MONAHAN: Yes.
 2 Madam Chair, move Ordinance 2023-0751.
 3 THE CHAIRWOMAN: Is there a second to hear
 4 the item?
 5 BOARD MEMBER JONES: Second.
 6 THE CHAIRWOMAN: Awesome. Great.
 7 Thank you, Secretary Monahan and Board
 8 Member --
 9 BOARD MEMBER JONES: Jones. Board Member
 10 Fred.
 11 THE CHAIRWOMAN: Board Member Fred, thank
 12 you.
 13 BOARD MEMBER JONES: You can call me that.
 14 THE CHAIRWOMAN: Okay. Any board
 15 discussion?
 16 BOARD MEMBERS: (No response.)
 17 THE CHAIRWOMAN: All right. We'll start
 18 with Board Member Fred.
 19 BOARD MEMBER JONES: No. It's great.
 20 THE CHAIRWOMAN: Secretary Monahan.
 21 BOARD MEMBER MONAHAN: No comments, Madam
 22 Chair.
 23 THE CHAIRWOMAN: Board Member Lee.
 24 BOARD MEMBER LEE: No comments.
 25 THE CHAIRWOMAN: Board Member Loretta.
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1 BOARD MEMBER LORETTA: I don't think I
 2 have any comments. I'll ask just -- so here --
 3 this exhibit right here prepared by somebody,
 4 to staff, the red is the only parcel that we're
 5 changing?
 6 MS. KELLY: Through the Chair, that is
 7 correct.
 8 BOARD MEMBER LORETTA: And so, then, the
 9 remaining parcels may be associated with the
 10 19- --
 11 MS. KELLY: 1996 --
 12 BOARD MEMBER LORETTA: -- PUD exists --
 13 will we maintain as the PUD --
 14 MS. KELLY: They are. It's just --
 15 BOARD MEMBER LORETTA: It's fine. I just
 16 wanted to confirm that --
 17 MS. KELLY: It's just an issue for that
 18 property owner to then handle.
 19 BOARD MEMBER LORETTA: Okay. I just
 20 wanted to confirm.
 21 Okay. Thank you.
 22 THE CHAIRWOMAN: Council Member Miller.
 23 COUNCIL MEMBER MILLER: (Shakes head.)
 24 THE CHAIRWOMAN: Okay. Great.
 25 All right. I'm going to call for having
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1 the item moved and seconded for approval. I'm
 2 going to call Ordinance 2023-0751 for a vote.
 3 All in favor of approving, say aye.
 4 BOARD MEMBERS: Aye.
 5 THE CHAIRWOMAN: Any opposed?
 6 BOARD MEMBERS: (No response.)
 7 THE CHAIRWOMAN: Wonderful. Thank you.
 8 MS. KELLY: Madam Chair, can I bring
 9 something up?
 10 THE CHAIRWOMAN: Please.
 11 MS. KELLY: Just for the record, and just
 12 as a -- kind of a reminder, I think that it's
 13 very interesting and very cool that the past
 14 two rezonings we had have gone from PUD to
 15 CCBD, which tells us that the rezoning of late
 16 is working because it's getting away from
 17 that -- the PUD realm.
 18 So that's all I wanted to say.
 19 MR. PAROLA: Did Steve hear that?
 20 MS. KELLY: No, the --
 21 THE CHAIRWOMAN: He just stepped out.
 22 BOARD MEMBER LORETTA: He left.
 23 THE CHAIRWOMAN: Okay. We're going to
 24 move on to application 2023-022, the CSX
 25 special sign exception.
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1 I'm going to open the public hearing on
 2 this item, and we would love to hear a staff
 3 report.
 4 MS. KELLY: Yes, Madam Chair.
 5 Okay. DDRB Application 2023-022 is a
 6 special sign exception for a building
 7 identification wall sign. This is to replace
 8 the existing signs on the south and north
 9 elevations of the CSX building at 500 Water
 10 Street.
 11 So the applicant is proposing two signs at
 12 1,656 square feet each. One of them faces
 13 north, towards the central court; and one faces
 14 south to the river. The same sign is planned
 15 for each elevation. And the applicant, I'm
 16 sure, will explain this in more detail, but
 17 each sign is composed of these two components.
 18 But we've taken the cumulative square footage.
 19 So the previous approval by DDRB for this
 20 one -- it's in the middle -- for that sign, was
 21 done in 2010. And each sign, at that time, was
 22 approved to be about 1,200 square feet.
 23 So one of staff's conditions that you will
 24 see is that the sign -- the size of the
 25 proposed sign not to exceed the existing.

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1 these conditions are designed to let the
 2 technology move ahead while also, hopefully,
 3 keeping that visual presence compatible with
 4 the existing skyline signs.
 5 We talked about Number 1.
 6 Condition Number 2 is that signs shall be
 7 turned off, if not fully operational, as
 8 designed and permitted.
 9 Three, the image's colors on the signs
 10 shall remain static. No animations, movements,
 11 or flashes shall be permitted unless the sign's
 12 images or colors are being coordinated with
 13 some sort of City-sponsored waterfront
 14 activation. Like, the City is planning some
 15 light and sound shows along the waterfront,
 16 which haven't happened yet, but if that should
 17 come to pass and they are able to coordinate it
 18 with those shows, then we would be okay with
 19 that.
 20 The fourth one is that images and colors
 21 on the signs shall have a hold time or dwell
 22 time of no less than 24 hours; again, unless
 23 these are being coordinated for some sort of
 24 riverfront activation.
 25 And then 5 is in relationship to the

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1 So these signs -- so this is very
 2 interesting. And, thankfully, the applicant is
 3 going to explain this in much further detail.
 4 So the signs are composed of digital
 5 channel letters and they can operate similar to
 6 an electronic message center. Now, staff was
 7 very pleased about what this was. We met with
 8 the applicant, we talked with them about it.
 9 So one of the things that we've done -- we
 10 want to acknowledge that sign technology is
 11 evolving and that it is likely evolving faster
 12 than our Code is evolving. And so it is
 13 entirely possible that technological
 14 improvements would become a welcome enhancement
 15 to that downtown skyline if there's some
 16 appropriate guardrails in place, if it's sort
 17 of a -- an interim step.
 18 So with that, keeping that in mind -- I've
 19 already talked about the size. So staff
 20 is -- we are recommending approval with
 21 conditions.
 22 The first condition is the size, and all
 23 of the other ones relate to the operation and
 24 the functionality of the sign.
 25 So I'll go through these, but basically

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1 brightness; that it shall not exceed the
 2 guidance that was provided in the FHWA lighting
 3 handbook from 2023, which the applicant has
 4 submitted and which they will be able to speak
 5 to.
 6 And so I'm happy to take any questions.
 7 THE CHAIRWOMAN: Any questions for staff?
 8 BOARD MEMBER MONAHAN: I have a question.
 9 THE CHAIRWOMAN: Please.
 10 BOARD MEMBER MONAHAN: Through the Chair
 11 to Ms. Kelly, so the copy area is not
 12 increasing?
 13 MS. KELLY: No. Through the Chair, the
 14 copy area that they have proposed is increased
 15 by 400-and-change, 400 square feet and change.
 16 As -- so as -- I know our board knows. For
 17 this height of the building, the sign to be
 18 within Code would be 400 square feet.
 19 So the one that is currently up there is
 20 just -- just so we have that in front of us.
 21 That (inaudible) in the middle, that one should
 22 be 1,200 square feet. So the one that they are
 23 proposing, which is that guy (indicating) --
 24 like, together -- those two pieces together are
 25 1,656 -- 1,656 square feet.

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1 BOARD MEMBER MONAHAN: Thank you.
 2 THE CHAIRWOMAN: Mr. Loretta.
 3 BOARD MEMBER LORETTA: And this is
 4 probably a question for the applicant, and he
 5 can prepare to answer this question, but --
 6 So if you look at the logo on this page
 7 right here, the -- and you can see it in the
 8 image to the top left. It says it's 18 feet
 9 tall, but it's not 18 feet tall. It's probably
 10 more like 10 feet tall. It's just got a box
 11 around it that's for some reason 18 feet.
 12 And so that all being said, if you look at
 13 that picture on the right, and that thing is a
 14 heck of a lot taller than what's on the left,
 15 regarding the train, what I'm getting at.
 16 So my question to you, did you have any
 17 discussion with staff on -- or with the
 18 applicant in regards to why they're claiming
 19 that 18 feet by 46 versus, let's say, more 10
 20 by 46 on the left?
 21 MS. KELLY: Through the Chair, yes.
 22 They will be able to explain this more,
 23 but it's basically because that train is on a
 24 screen, so the --
 25 BOARD MEMBER LORETTA: Okay. So it's on a
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1 questions for you.
 2 Bryan.
 3 (Mr. Tucker approaches the podium.)
 4 MR. TUCKER: Thank you.
 5 I just first want to express how much of
 6 an honor it is to address the board and share
 7 our plans and humbly seek approval for the
 8 enhanced signage on our corporate headquarters
 9 building.
 10 You know, at CSX we are very proud to call
 11 Jacksonville home. We are the largest of the
 12 four Fortune 500 companies that are based here
 13 in Jacksonville. We are a large employer with
 14 over 5,000 people that call Jacksonville home.
 15 It's something that we are, obviously, very
 16 proud of. And our headquarters building has
 17 been a landmark of the downtown skyline for
 18 decades.
 19 You know, at CSX you may have heard that,
 20 you know, there's a -- there's a new spirit
 21 with the company under the leadership of our
 22 new CEO. You might say that the CSX pride is
 23 back, and I can tell you that that spirit is
 24 with the employees. And with that drive and
 25 that spirit, that's how we are facing the
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1 screen that's not visible in the sketch?
 2 MS. KELLY: Bingo. That's as I understand
 3 it. But they're going to be able to --
 4 BOARD MEMBER LORETTA: So we'll ask the
 5 gentleman to explain that.
 6 MS. KELLY: Yeah, they're going to be able
 7 to explain that better.
 8 BOARD MEMBER LORETTA: Thank you.
 9 THE CHAIRWOMAN: Okay. Other questions
 10 for staff?
 11 BOARD MEMBERS: (No response.)
 12 THE CHAIRWOMAN: All right. Seeing none,
 13 we'll move on to an applicant presentation.
 14 (Mr. Taylor approaches the podium.)
 15 MR. TAYLOR: Good afternoon, ladies and
 16 gentlemen.
 17 Randy Taylor, Taylor Sign & Design, 4162
 18 St. Augustine Road.
 19 Yes, today we're here to propose digital
 20 channel letters for the north and the south
 21 side of the CSX building.
 22 To start off with, I'd like to introduce
 23 Bryan Tucker. He's with CSX, and he would like
 24 to talk about his vision for the sign, and then
 25 I will come back and answer all the technical
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1 future. And with this future, we're facing it
 2 with a strong ambition. And this ambition not
 3 only is for how we plan to grow our business
 4 going forward, but also our ambitions for our
 5 role in this community. And we believe that it
 6 is very important for our corporate signage to
 7 be a visual representation of this spirit and
 8 of this project.
 9 Unfortunately, over the decades that we've
 10 been a part of this skyline, the signage has
 11 gotten a little tired. It's actually out of
 12 date with our current -- with our current
 13 branding.
 14 So what we are proposing is this
 15 simplified yet bold, sleek representation --
 16 visual representation of who we are at CSX and
 17 what we do. You can see the strong image of
 18 the locomotive.
 19 It is our hope that we are able to move
 20 forward with this project and that we provide
 21 this symbol of who we are for our employees,
 22 give them something that they can be proud of.
 23 And also, in turn, hopefully give the
 24 Jacksonville people something that they can be
 25 proud of, having a company like CSX as part of
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1 the community.
2 Now, I understand that we are asking for
3 some exceptions with regards to size, but
4 I -- what I -- what we're asking for I believe
5 is reasonable. And when you have the technical
6 explanation, I think that you will see that
7 we're not trying to bring Vegas or Times Square
8 to Jacksonville.

9 We are as committed as you are to ensuring
10 the aesthetic integrity of downtown. We're
11 just trying to bring some dynamism and be able
12 to have the flexibility to tie our signage in
13 occasionally with activities that are taking
14 place in the city or holidays that are
15 celebrated on occasion.

16 So I appreciate you giving me the time to
17 talk to you about this project that we're all
18 very excited about, and I will be prepared to
19 answer any of your questions, technical
20 questions as well, but I'll leave that to the
21 experts. But if you have any questions, I'll
22 be happy to take them.

23 THE CHAIRWOMAN: Any questions?

24 BOARD MEMBERS: (No response.)

25 MR. TUCKER: Thank you.

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1 it would be painted to match the color of the
2 building, rectangular -- so you wouldn't notice
3 that from that distance.

4 The locomotive, that's their corporate
5 image. And in order to get the detail of that
6 locomotive, technology is the way to go. With
7 the technology today, you can get the minute
8 details, the colors, the detail with the
9 hitches, the windows. Everything in that --
10 the colors, everything would be vibrant, would
11 be to scale.

12 With that particular board, it will be a
13 rectangle, but they will block out the
14 background part of it, which would be the same
15 color as the building. So you won't see the
16 black screen or anything behind the locomotive.
17 What you would see is the beige color of the
18 building and just the impression of the
19 locomotive itself.

20 So with that being said, it does have the
21 ability, as you mentioned, to change. If you
22 guys have a -- Friendship Park had something
23 going on, if you wanted to put something on
24 that screen, you could take advantage of the
25 whole screen, and then we would go back to the

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1 I'll turn it over to the experts.
2 MR. TAYLOR: Thank you.
3 Okay. So I know you all want to get into
4 the technical part of this so you can
5 understand completely what we're doing here.

6 The CSX letters, we'll start with that.
7 That is a -- these are digital channel letters,
8 which means they're like an electronic message
9 center. They have abilities to change and do
10 different things as far as colors go. There
11 is -- color will be static for the most part,
12 for their corporate colors, but it wouldn't be
13 able to change. There's things you can do with
14 these boards that could help the community if
15 so needed.

16 Basically, what that would be is -- the
17 CSX are contoured modules that would be
18 digitally imposed up there. So you're only
19 going to see the CSX -- like most message
20 centers, you would see a rectangle, you would
21 see letters inside that rectangle. With those
22 letters, they would be custom. They would have
23 a -- rectangular around the letters that would
24 block out the rest of the board. So just the
25 letters themselves would light up. The rest of

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1 locomotive.

2 As we stated, I mean, we're fine with all
3 the conditions as far as the hold times and
4 things like that not changing, flashing or
5 anything like that. This would be a static
6 sign that would just give the vibrance of the
7 new technology.

8 The ability to do things with this is
9 what -- what the -- what everything is leading
10 towards in these -- in this day and age. So,
11 therefore, this would be a cutting-edge-type
12 sign.

13 As far as compared to any other signage in
14 the city, looking up at it, you wouldn't notice
15 a difference in color. It would be more
16 vibrant maybe, but it wouldn't be blaring in
17 your face. I do have the ability to dim the
18 sign down. So if -- people are always
19 concerned about brightness. And with -- with
20 that, we do have the ability to dim it or
21 brighten it. You actually brighten it during
22 the day and dim it at night. So that can be
23 consistent with whatever the rules and regs
24 would be to control that, but that's controlled
25 remotely.

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1 As far as averages go with that sign, you
2 know, sometimes the sign has got a letter out,
3 it looks terrible, it's not a good sight for
4 the city. So, therefore, with that being said,
5 you -- we can remote into that sign, diagnose
6 what's wrong with it, they overnight the part
7 for that, and then we go ahead and install that
8 part.

9 So they can shut that down, as requested
10 in the staff report, to make sure that it
11 doesn't have that. So we can shut it down
12 with -- the sign would be back up within a day
13 or two, based on the part being shipped or
14 overnighted to us, and we replace that part and
15 then it would be back to good.

16 When it does shut down, this -- so you
17 would know, it would just be black letters,
18 basically, up there. So you would have a black
19 channel letter up there as opposed to the blue,
20 which is their color. Once it comes back on,
21 we're back up and running to the regular
22 colors.

23 Does anybody have any questions so far?

24 THE CHAIRWOMAN: Mr. Loretta.

25 BOARD MEMBER LORETTA: So the CSX, or the
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1 be metal retainers that go around that --

2 MR. TUCKER: Metal coping.

3 MR. TAYLOR: Yes, it's like a metal coping
4 that would cover up that -- the other part of
5 the digital board. So with that board, you
6 wouldn't have the --

7 BOARD MEMBER LORETTA: So it would be
8 tough to, like, write a name or a word over
9 this because it's, like, over the text itself?

10 MR. TAYLOR: Right. CSX would say CSX.

11 BOARD MEMBER LORETTA: Okay.

12 MR. TAYLOR: The locomotive --

13 BOARD MEMBER LORETTA: So the locomotive
14 could then -- it could almost become a TV
15 screen?

16 MR. TAYLOR: Correct, yes. Correct.

17 BOARD MEMBER LORETTA: Thank you.

18 That's what I'm just trying to understand.

19 So we could almost -- you could actually
20 have the locomotive, like, tires turning all
21 the time, even though we're probably, by Code,
22 not allowed to, based on what Susan put in --

23 MR. TAYLOR: Correct.

24 It does have the capability to do things

25 like that, to have movement and stuff. But,
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1 train, either one, right? So am I
2 understanding -- if it was going to have a part
3 of, like, Friendship Fountain show, is the
4 entire 18-by-46 rectangle that would be
5 decorated or just the portion of the CSX
6 letters would be decorated?

7 MR. TAYLOR: So the CSX are a contoured
8 digital board. Now, the locomotive would be a
9 rectangle. So the locomotive would be -- the
10 background would be blacked out, kind of, but
11 not blacked out. It would be made the color of
12 the building so that you can see --

13 BOARD MEMBER LORETTA: That exhibit makes
14 it look like it's a rectangle. So you're
15 saying -- I mean, I guess I'm sort of trying to
16 compare this to the Jaguar Jumbotron. Like,
17 that logo itself is within the whole Jumbotron.
18 Obviously, this is a little bit different,
19 so -- there's actually nothing right here
20 (indicating)?

21 MR. TAYLOR: Correct. That will
22 be -- there will be retainers that go around
23 that; am I correct?

24 MR. TUCKER: Yes.

25 MR. TAYLOR: So it would be -- there would
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1 obviously, we have to adhere to the Code.

2 BOARD MEMBER LORETTA: And then -- and so
3 back to my question, which I asked Ms. Kelly,
4 the reason for the 18 feet is just for a larger
5 display when it's not -- when it's not the
6 train?

7 Eighteen feet tall, because the train
8 portion -- well, at least in one of the
9 exhibits, the train portion is only around 10,
10 12 feet tall; whereas, in the other exhibit,
11 it's probably closer to 18 feet tall.

12 MR. TUCKER: That actually is not to
13 scale, that --

14 BOARD MEMBER LORETTA: So I just --

15 MR. TUCKER: So you should --
16 (Simultaneous speaking.)

17 MR. TAYLOR: That one is the correct
18 square footage.

19 BOARD MEMBER LORETTA: So --

20 THE CHAIRWOMAN: Would you indicate what
21 page -- which is the correct page?

22 BOARD MEMBER LORETTA: So -- I'm sorry.

23 So I'm -- the first page of this exhibit,
24 you see how the train is not the entire size of
25 the -- of the 18-inch-tall -- or 18 feet tall,

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1 whereas, this train in this exhibit is kind of
 2 the -- the height?
 3 And so, then, both -- so what's the reason
 4 for the extra -- I mean, you guys are getting
 5 pinged on this extra 4 feet of height, for an
 6 extra 8 feet of height or so, so what's the
 7 reason for it?
 8 MR. TAYLOR: That --
 9 BOARD MEMBER LORETTA: Do you understand
 10 my question?
 11 MR. TAYLOR: Yes, I do.
 12 BOARD MEMBER LORETTA: Okay.
 13 MR. TAYLOR: I'd like to defer to Arch for
 14 that --
 15 BOARD MEMBER LORETTA: Okay.
 16 (Mr. Nelson approaches the podium.)
 17 MR. TAYLOR: -- if I could.
 18 So --
 19 MS. KELLY: If you will come state your
 20 name and address for the record, please.
 21 MR. NELSON: Sure.
 22 THE CHAIRWOMAN: Thank you.
 23 MR. NELSON: I'm Arch Nelson. I represent
 24 the manufacturer, NanoLumens, in Atlanta,
 25 Georgia.

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1 So I think the question is -- so the C,
 2 the S, and the X are -- are like a
 3 cookie-cutter, right? So they're in pieces by
 4 themselves. So you -- you only have the square
 5 footage of the actual LED in those letters, and
 6 so I think that's why it's probably a less
 7 amount of square feet than you -- than it
 8 appears, right?
 9 The height on the right can be any -- I
 10 mean, they can both be any height that you want
 11 it to be, right? So --
 12 And this is the one we're looking at,
 13 correct (indicating)? That's the correct one?
 14 BOARD MEMBER LORETTA: Yes.
 15 I'm sorry. If I -- I'll try to explain my
 16 question to you --
 17 MR. NELSON: Okay.
 18 BOARD MEMBER LORETTA: -- a different --
 19 well, hopefully the same way, but -- I don't
 20 know, maybe you'll understand a little better.
 21 You see in this exhibit, the brown space,
 22 tan space to the north and top --
 23 MR. NELSON: Yes.
 24 BOARD MEMBER LORETTA: -- south of
 25 the -- top and bottom of the train. It's

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1 approximately 2 to 3 feet on both sections of
 2 it.
 3 MR. NELSON: Right.
 4 BOARD MEMBER LORETTA: And so right now,
 5 because this whole thing, the 18 by 46, is
 6 being considered a sign panel because if you
 7 turn it into a separate TV, per se --
 8 MR. NELSON: Well --
 9 BOARD MEMBER LORETTA: -- why can it not
 10 just be 14 feet tall so you're not
 11 getting -- because, you know, staff is already
 12 saying, hey, we're going to limit you down to
 13 1,100 square feet.
 14 MR. NELSON: Now I understand the
 15 question. Okay. So here's the thing: We're
 16 trying to get the locomotive to look as
 17 authentic as possible, right? And so putting
 18 that on a flat rectangle gives you the ability
 19 to do that.
 20 If I was to literally cut out all the
 21 edges around the locomotive, that's a custom
 22 thing, and it's extremely expensive, right?
 23 BOARD MEMBER LORETTA: I'm not asking
 24 that.
 25 MR. NELSON: Okay. Because that's -- I

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1 mean, if we --
 2 BOARD MEMBER LORETTA: Unfortunately, I
 3 don't think -- I don't know how else to
 4 describe the question, so I'll let --
 5 THE CHAIRWOMAN: I think -- I think --
 6 Mr. Nelson, I think Joe might be asking -- so
 7 the aspect, the ratio of the actual image of
 8 the train --
 9 MR. NELSON: Right.
 10 THE CHAIRWOMAN: -- versus the dimensions
 11 of the square -- or, excuse me, rectangular
 12 board. If we're building a rectangle this
 13 size, why is the image of the train not filling
 14 the full rectangle, vice versa? If we're going
 15 to have a rectangular board, should the image
 16 not fill to the edges --
 17 MR. NELSON: Right. You can fill it all
 18 the way to --
 19 THE CHAIRWOMAN: Is that your question,
 20 Mr. Loretta?
 21 BOARD MEMBER LORETTA: Well, yeah. But in
 22 this exhibit, it -- it's not filling to the
 23 edges --
 24 THE CHAIRWOMAN: Correct.
 25 BOARD MEMBER LORETTA: -- so why have the

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1 panel as big when staff is already saying --
 2 MR. NELSON: Gotcha.
 3 BOARD MEMBER LORETTA: -- we don't want it
 4 that size?
 5 MR. NELSON: You know what --
 6 MS. KELLY: Drop those lines to that
 7 (indicating) is what they're asking.
 8 MR. NELSON: I gotcha.
 9 Yeah, you can -- again, you can make this
 10 any size that you want it. And this can fill
 11 as much of the display as possible. So we
 12 build in basic building blocks of either
 13 roughly 20 inches by 20 inches or 10 inches by
 14 10 inches. So however we get the -- the
 15 closest, what you guys approve, right, in a
 16 standard product is kind of what we do.
 17 And then with content, you can fill as
 18 much of that rectangle as possible. I'm not
 19 responsible for the drawing here, so --
 20 BOARD MEMBER LORETTA: That's --
 21 unfortunately, that's what we look at.
 22 But I think I've got enough of the answer,
 23 so I appreciate it. I'll stop asking
 24 questions.
 25 MR. NELSON: I don't think I ever actually
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1 answered it, so -- so -- but I'll stay up here
 2 if you want.
 3 MR. TAYLOR: I also have a little bit to
 4 add to that as well.
 5 As far as the height of that, a couple of
 6 things. One to address is, when you have a
 7 long, narrow electronic message center like
 8 that, you're limited to what you could put up
 9 there other than the locomotive because if
 10 you're doing a -- it's just like taking a
 11 photograph. If you do a photograph, it's more
 12 like a panographic picture as opposed to a
 13 portrait-type picture. So you get more use out
 14 of the board by using the height.
 15 And also the millimeter of this board,
 16 it's a 10-millimeter, which is getting more
 17 technical, but -- the millimeter means the
 18 center -- the center of the LEDs that are in
 19 the actual sign itself. And the closer they
 20 are together, the more detailed the picture is.
 21 So the height allows for -- for more detail as
 22 doing any other type of -- of pictures or
 23 content on that.
 24 Does that help at all, Joe?
 25 BOARD MEMBER LORETTA: Yeah. I mean,
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1 basically, the bigger it gets is the better
 2 avail- -- usage you can get out of it. I mean,
 3 I get that part, so --
 4 MR. TAYLOR: Correct.
 5 BOARD MEMBER LORETTA: That's fine.
 6 MR. TAYLOR: It's more diverse if you
 7 can -- you know, like I said, if you have a
 8 long, narrow strip, you can only put so much up
 9 there. If you're trying to use this for an
 10 event downtown or something, you're going to be
 11 better off using the full board to its, you
 12 know, total -- total size.
 13 THE CHAIRWOMAN: Other questions for the
 14 applicant?
 15 BOARD MEMBERS: (No response.)
 16 THE CHAIRWOMAN: I have a couple.
 17 MR. TAYLOR: Okay.
 18 THE CHAIRWOMAN: Could I ask -- I did some
 19 Googling and I didn't see much -- examples of
 20 where signs like this have been used,
 21 implemented in other cities.
 22 MR. TAYLOR: Yeah. I have examples.
 23 Okay?
 24 THE CHAIRWOMAN: Yeah, great.
 25 MR. TAYLOR: I came prepared.
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1 All right. I'm back in school.
 2 (Tenders documents.)
 3 Has everybody got one now? Do you need
 4 more?
 5 THE CHAIRWOMAN: I think the Council
 6 member needs one.
 7 MR. TAYLOR: Do you have one? Has
 8 everybody got one now?
 9 Great.
 10 So this will give you a little better idea
 11 of what we're proposing. You can start with
 12 the USA sign. So that would, obviously, be
 13 like the CSX letters. And, therefore, that
 14 would be a static blue for their corporate
 15 colors and that would remain on 24/7.
 16 The other sign, as you can see, that's
 17 a -- just a vertical electronic message center,
 18 which you can -- you can put pretty much
 19 anything you want on there to, you know, suit
 20 any type of event or anything that you're
 21 looking for. But I think the USA one kind of
 22 helps you envision what the CSX part of it
 23 would be.
 24 THE CHAIRWOMAN: Just to clarify -- so I'm
 25 presuming from two still shots that these are
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1 not static images, because I -- I would assume
 2 that this sign probably has some motion in the
 3 flag waving?
 4 MR. TAYLOR: No, it would be a
 5 static -- it could stay static.
 6 THE CHAIRWOMAN: Okay.
 7 MR. TAYLOR: You can put any type of
 8 picture and make it static. You can put any
 9 picture you want on that CSX letter and you
 10 would just be -- obviously, missing parts of
 11 the letters, you know, aren't there.
 12 THE CHAIRWOMAN: Right. Okay.
 13 MR. TAYLOR: But you can put anything in
 14 there. So, like, if you were -- for instance,
 15 4th of July, you could have it up there for the
 16 4th of July. And that would be something that
 17 after the 4th of July is over, then you can
 18 change it back to the corporate logo.
 19 THE CHAIRWOMAN: Okay. That was actually
 20 going to be my next question, if -- CSX, if you
 21 guys contemplated any color accommodations or
 22 holidays or special events or anything that you
 23 might have some ideas what you would -- what
 24 you would do?
 25 MR. TUCKER: Sure. I mean, I think -- our
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1 intention is for 90 percent of the time to have
 2 it static and for it to be something that
 3 people are comfortable with and proud of and --
 4 and to make it special when we do decide to
 5 change it.
 6 Currently, you know, for the holidays, we
 7 have some up-lighting that we do, green and
 8 red. Well, now the sign could be incorporated
 9 into that. We could have the sign change
 10 colors for the 4th of July, like you mentioned.
 11 You know, we could do either a red -- red C, a
 12 blue S, and a white X, or we could have the
 13 print of a flag behind it.
 14 The intention also is to work closely with
 15 the City so that we -- because we are literally
 16 at the foot of the Acosta Bridge, that there is
 17 some integrity with what is happening with the
 18 Acosta Bridge; therefore, Pride Month or
 19 whatever may be featured or highlighted during
 20 the coloring of the Acosta Bridge.
 21 And then, of course, you have the Jaguars.
 22 And we can, obviously, make the sign teal, and
 23 do lots of other things with the -- with what
 24 we're proposing, but the idea is really to make
 25 this, like, special occasion, so people get
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1 excited about it when they see it because it's
 2 rare and occasional.
 3 THE CHAIRWOMAN: Okay. Any other
 4 questions?
 5 BOARD MEMBER JONES: I'm just disappointed
 6 that we're not talking about the whistling and
 7 the steam capabilities of the train. I'd much
 8 rather have that discussion.
 9 I have no other questions.
 10 MR. TUCKER: That would be very cool.
 11 THE CHAIRWOMAN: Thank you. Thank you for
 12 the presentation.
 13 MR. TAYLOR: All right. Thank you.
 14 THE CHAIRWOMAN: Okay. Public comment on
 15 this item?
 16 MS. KELLY: To the board, just so you
 17 know, we have an overlapping meeting, and so we
 18 couldn't dig up the public comments cards. So,
 19 unfortunately, we're going to have to wing it
 20 on public comment.
 21 THE CHAIRWOMAN: So public comment --
 22 (Audience member approaches the podium.)
 23 THE CHAIRWOMAN: -- I'll just ask that
 24 you'll just please also state your name and
 25 address for the record.
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1 AUDIENCE MEMBER: Tracey Arpen, 8338
 2 Daffin Lane, Jacksonville, Florida.
 3 I'm appearing today on behalf of Scenic
 4 Jacksonville. And I'll try to keep it under
 5 three minutes, but as I clocked it, the
 6 presentation, it ran over 20 minutes. Each of
 7 the speakers spoke over five minutes. So if I
 8 run a minute or so over, I hope that the board
 9 will indulge me.
 10 I feel a little like Bill Murray in *Ground*
 11 *Hog Day* because I've been to this scene several
 12 times before. An applicant and a building
 13 downtown proposes a sign way in excess of what
 14 the Ordinance Code allows. They fail to meet
 15 the criteria, in my view, for a special
 16 exception. Staff still recommends approval.
 17 And so far, the way that the scene has always
 18 played out is the board recommends approval
 19 also.
 20 I think in response to a question that a
 21 lot of the members of the DDRB committee look
 22 at the downtown sign regulations as -- I don't
 23 think staff could come up with a single
 24 instance in which a special sign exception was
 25 not approved, which means they're neither
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1 special nor exceptional. The Ordinance Code is
2 pretty specific with what you've got to have.

3 In 2002, when I was the head of land use
4 for the General Counsel's Office, I was the
5 staff for the citizens and Council committee
6 reviewing the City's sign regulations. Out of
7 that came the downtown sign overlay. And I can
8 tell you there's a feeling that downtown signs
9 have gotten out of control -- I think this was
10 the time that Modus was on the top of Wells
11 Fargo now -- and that something should be done
12 about it.

13 It was recommended, and the Council
14 approved, that they be not more than 400 square
15 feet -- well, actually, 10 percent of the
16 building frontage up to 400 square feet. And
17 that's for buildings over five stories.

18 The ordinance didn't require the signs to
19 be downsized after an amortization period.
20 Instead, the businesses changed them
21 frequently. I think it was contemplated that
22 you would have a downsizing as a new business
23 came in, a new sign went up, that here's the
24 opportunity to come into compliance with the
25 Code.

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1 That clearly hasn't happened. Instead,
2 we've seen the 400 square foot limit, in my
3 view, evaded through the use of the special
4 sign exceptions.

5 In order to be approved for a special sign
6 exception, it's got to meet all the criteria.
7 One of them, I think, that's most important in
8 most of these cases is whether the sign
9 preserves a desirable existing design or sign
10 pattern for signs in the area. I think
11 "desirable" is the key word. And I think that
12 the City Council sort of said what is a
13 desirable design in signing is 400 square feet.

14 If you agree with the staff finding and
15 criteria on Page 6 of the report -- in fact, it
16 doesn't mention those two elements, in my view.
17 Instead, it talks about how the sign is going
18 to operate. As I said, I think the City
19 Council already determined that the desire for
20 that is 400 square feet.

21 Lots of buildings downtown have lived
22 within that. I'll give you an example of --
23 Hyatt, Marriott, FIS, Truist, 550 Water Street,
24 the new JEA building, all of those have lived
25 within the sign regulations. And it's unfair

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1 to those businesses and companies and buildings
2 that lived with the limits of the Code to pass
3 that special sign exception just for the
4 asking.

5 The DDRB committee is working on this
6 issue, the downtown sign regulations, including
7 the size of the downtown signs. The last I
8 attended, I felt there was a consensus brewing
9 for a limit on -- by what percentage the
10 special sign exception could exceed the allowed
11 size in the Ordinance Code.

12 I think it is premature to allow a sign on
13 paper, the same size as what's up there now,
14 when this is not -- clearly, you can downsize
15 and get closer -- at least closer to what the
16 City Council said you should have.

17 And I would also submit that these
18 renderings aren't exactly accurate in the sense
19 that, if you showed this to somebody and showed
20 what's up there now, they would say they're --
21 well, first of all, even there they would say
22 the older ones are smaller, even though, if you
23 draw a rectangle around them, then maybe
24 they're the same.

25 But I think it's inaccurate, if not

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1 disingenuous, to not have any renderings to
2 show what it would look like if both of those
3 boxes were filled to the edge.

4 If you saw this rendering with two giant
5 screens up there filling the whole rectangle,
6 anyone would say, "My gosh, that is way bigger
7 than what is up there now."

8 I just think that you need to get to the
9 point where the downtown skyline is defined by
10 the architecture of our downtown buildings and
11 not by the signage on them.

12 I think the request should be denied
13 because it doesn't meet the criteria with
14 respect for special sign exceptions. It
15 ignores the City's mandates on actual sign
16 size. It's unfair to other businesses who have
17 lived by the sign limits. And I don't think
18 you should be approving a sign four times the
19 size allowed by the City Council at a time when
20 DDRB is looking at how that -- the limit ought
21 to be applied.

22 Thanks.

23 THE CHAIRWOMAN: Thank you, Mr. Arpen.
24 Do we have other public comment?

25 AUDIENCE MEMBERS: (No response.)

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1 THE CHAIRWOMAN: I guess we're not -- are
 2 we live-streaming?
 3 MS. KELLY: No.
 4 THE CHAIRWOMAN: Okay. Seeing no further
 5 public comment, I'll close the public hearing.
 6 So now we're in the posture to hear a
 7 motion to bring the item forward for
 8 discussion.
 9 BOARD MEMBER MONAHAN: Madam Chair, move
 10 DDRB Application 2023-022, CSX special sign
 11 exception.
 12 THE CHAIRWOMAN: Do I have a second?
 13 BOARD MEMBER JONES: Second.
 14 THE CHAIRWOMAN: Thank you, Vice Chair
 15 Monahan and Board Member Fred Jones.
 16 MS. LOPERA: Madam Chair?
 17 THE CHAIRWOMAN: Yes, Ma'am.
 18 MS. LOPERA: May I clarify?
 19 Was that a motion to approve with the
 20 staff's --
 21 BOARD MEMBER MONAHAN: With staff's --
 22 THE CHAIRWOMAN: With staff's -- yes,
 23 absolutely with staff recommendations.
 24 Thank you, Ms. Lopera.
 25 MS. LOPERA: Thank you.

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1 really fully -- or I'm sure each of us may have
 2 differing of opinions.
 3 My only thought -- it's tough to really
 4 read these graphics since some are -- when I
 5 bring my magnifying glass out -- you know,
 6 there's three panels. So the sign panel itself
 7 is, like -- it's 22.66 feet tall. It's, like,
 8 270 inches, something like that. So that's
 9 what I almost care about. It's 22-and-a-half
 10 feet tall.
 11 I feel like right now the CSX portion is
 12 just large and I'd rather have some more white
 13 space around that. So what I'm thinking is, if
 14 we were to say, hey, the maximum height of the
 15 sign could be -- would be 14.66 feet versus
 16 18 feet. And then, actually, if you do a
 17 proportionality of it, it would be
 18 37-and-a-half feet long. And then -- so that
 19 alone would be 550 square feet. You do two of
 20 them. It would be a maximum of 1,100 square
 21 feet on one side panel.
 22 And I would be kind of open to the thought
 23 process of approving something of that nature.
 24 I think it could get a little bit bigger, but
 25 not too much.

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1 AUDIENCE MEMBER: May I?
 2 THE CHAIRWOMAN: We have closed the public
 3 hearing, sorry.
 4 Okay. Before we move into board
 5 discussion, I just want to remind everybody
 6 about the email received from Ms. Lopera --
 7 wait, no, this is the wrong item.
 8 MS. LOPERA: That's on the next item.
 9 THE CHAIRWOMAN: That's on the next item.
 10 Okay. I'm sorry. My agenda is in the
 11 wrong order.
 12 Okay. We will start our board discussion
 13 with Mr. Loretta.
 14 BOARD MEMBER LORETTA: So I sit on the
 15 sign committee. I would definitely state it
 16 that there really is limited need to allow an
 17 increase of signage. We've also discussed the
 18 potential of dropping it by a percentage point
 19 that comes closer -- and/or saying, hey, let's
 20 say a new minimum signage may be 1,000 square
 21 feet, 1,200 square feet, but we never really
 22 got anywhere with any finished thought process
 23 and idea.
 24 So I don't know that I could fully comment
 25 exactly on that and how the committee would

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1 You can tell -- like right now, the logo
 2 is so different where the CSX is just
 3 drastically bolder than the old logo in the
 4 parentheses or whatever they call them. And so
 5 that's -- that's one of the big, overly glaring
 6 things.
 7 I -- for better or for worse, I don't mind
 8 the -- the front panel on the other side that
 9 could be turned into a Jaguar running across or
 10 just "Jags" or all sorts of stuff.
 11 And so the only other last thing -- I'm
 12 not promoting anything at this point. I'll
 13 allow the rest of the conversation. The thing
 14 I would like to make a modification to, at
 15 minimum, a recommendation of the three, would
 16 be City-sponsored waterfront, comma, cultural,
 17 and sports activations, so we're allowing a
 18 little bit more flexibility there because,
 19 quite frankly, two or three of the things the
 20 gentleman mentioned had -- would not comply
 21 with, per se, the waterfront activation.
 22 And, again, I think that would be a cool
 23 thing, more than a detriment. So I'm looking
 24 at it kind of like, it is going to be a tall
 25 billboard out there, if that could have some

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1 cool stuff on it, but in association with it
 2 being somehow coordinated with the City.
 3 So that's, I guess, a question for staff,
 4 like, how would -- would they need to get DIA
 5 or -- or, you know, Susan's approval when they
 6 want to put up a sign or something like that?
 7 That would be the only other kicker. Like, how
 8 do they have the ability to just go change it
 9 for a Jag's game or for, you know, Pride Week
 10 or for Veterans Week and so on and so forth.
 11 That could throw up a whole other round of
 12 issues to some extent, so -- I'll finish the
 13 discussion.
 14 THE CHAIRWOMAN: Board Member Lee.
 15 BOARD MEMBER LEE: Thank you. I
 16 appreciate that.
 17 Thank you for the application to CSX.
 18 From my standpoint, I was -- before we
 19 made the recommendation to approve with the
 20 recommendations, I was going to suggest we
 21 allow the increase in signage. And I know
 22 that's a little bit counterintuitive, but I'll
 23 say that for a couple of reasons.
 24 One is a 400 square foot limitation on a
 25 building that has a 217-by-317 blank face
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1 Blue building, to recolor themselves for
 2 various events, and they're recoloring the
 3 entire building. And so all CSX here is really
 4 doing is saying, we want to recolor about
 5 828 square feet in concert with the City.
 6 And so in some ways I think this is both a
 7 positive thing -- and I don't know that I would
 8 approve restricting them to 1,200 square feet,
 9 arbitrarily, or restricting them to 13.7 feet
 10 by 46 feet.
 11 I also find that the proportion of the CSX
 12 logo, when I look at it from a distance, seems
 13 to me, as an architect, to be in proportion
 14 with the overall building. So I don't find it
 15 necessarily offensive.
 16 I'll take exception to, for example, the
 17 VyStar signage that we had a discussion about
 18 where it was extravagantly large because it was
 19 so many words across such a small top elevation
 20 of that former SunTrust building. And so that
 21 one I think deserved to come down a little bit,
 22 but this one I feel like is in really pretty
 23 good shape.
 24 So I know we've already made a
 25 recommendation to approve with all the staff
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1 is -- you would never see anything that they
 2 wrote no matter how bright it would be. Four
 3 hundred square feet does not really apply in
 4 some ways to a high-rise, in my opinion.
 5 The other thing is that they've taken a
 6 tag line, How Tomorrow Moves, and their CSX
 7 logo and condensed that, really, into just the
 8 CSX part. And so if you look at the CSX part
 9 that's 18-by-46 and you take out the beige
 10 areas, you might get to a square foot of
 11 signage of 650 or 675 square feet. And then
 12 90 percent of the time, according to the
 13 applicant, we will see a train that's about,
 14 according to Mr. Loretta, 10 feet by
 15 46 feet, or about 460 feet.
 16 So if you take the actual signage area and
 17 not just square it off and count that against
 18 them, you're looking at a sign that's maybe
 19 1,100 square feet 90 percent of the time. The
 20 other 10 percent of the time, 15 percent of the
 21 time will be some kind of community development
 22 effort, which I find to be a positive for our
 23 city in a lot of ways, where we can promote the
 24 activities that are going on downtown.
 25 We allow this with things like the Florida
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1 recommendations, but I would make a
 2 recommendation that we allow them to design and
 3 build their sign according to their
 4 application, removing the single recommendation
 5 of a 1,201 square foot limitation, but keeping
 6 all the other recommendations, in addition to
 7 the way Mr. Loretta modified Recommendation
 8 Number 4.
 9 Thank you, Madam Chair.
 10 THE CHAIRWOMAN: Thank you.
 11 Secretary Monahan.
 12 BOARD MEMBER MONAHAN: Thank you, Madam
 13 Chair.
 14 Like Board Member Loretta, I was also on
 15 the special sign committee, and I -- you know,
 16 with staff, I thought we did some really good
 17 work. Since the committee's conclusion, I have
 18 not supported a special sign exception that
 19 seeks to -- or is proposing a larger sign than
 20 what's accepted because I think it flies in the
 21 face of the work that we did.
 22 But with this one, tying into downtown
 23 with the Acosta Bridge and, you know, the other
 24 buildings that do the same, I think it creates
 25 a necessary visual interest for our downtown.
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1 So I don't have a problem for this sign
 2 exception being used the way it's supposedly
 3 proposed.
 4 Thank you.
 5 THE CHAIRWOMAN: And Board Member Fred
 6 Jones.
 7 BOARD MEMBER JONES: Yes, and I really
 8 echo the sentiments of Board Member Lee.
 9 It's -- again, I think there's a lot of
 10 changing, emerging technologies and trends
 11 around signage in this space. And I think kind
 12 of having the ordinance provide arbitrary
 13 limitations around -- you know, with respect to
 14 size and everything is -- is very limiting.
 15 And I think, again, the mechanism
 16 which -- through which we evaluate these on a
 17 case-by-case basis is -- works. And I think
 18 most people, when providing, you know, a
 19 proposal for a sign change, it's very
 20 reasonable. And I think, you know, this
 21 process is kind of working.
 22 And I think -- you know, again, I'm just
 23 in favor of limiting the arbitrary limitations
 24 on the signage; that we have dimensional
 25 standards, again, I think are antiquated and
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1 that we're kind of in unchartered waters. We
 2 haven't had a sign request like this, certainly
 3 not in Jacksonville. Again, I only did some
 4 Google searching, but I could not find anything
 5 like this. I haven't seen anything like this
 6 in my travels. So this is new and these are
 7 all very necessary considerations.
 8 This is good discussion that we're having.
 9 I think it's important, especially as to your
 10 point, Mr. Jones, that technology is changing.
 11 And in the spirit of CSX wanting to innovate
 12 and demonstrate that to the community, I think
 13 this is a very important conversation that
 14 we're having.
 15 I support the innovation and the new
 16 technology. I think it's -- I think it's a
 17 good thing and I think we're going to see more
 18 of it, so the -- the time has come.
 19 The dimensions of the locomotive sign
 20 trouble me the most. I don't feel -- I'm not
 21 an architect, but I am a photographer, and I
 22 don't feel that the CSX letter/logo sign is out
 23 of proportion with the building.
 24 I do -- the locomotive sign does feel a
 25 bit large to me. And without really having
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1 don't really mesh in line with the current
 2 technologies that we have and the dynamism
 3 around signage.
 4 So I think it's a great project and I'm
 5 just disappointed that we can't get whistling
 6 in there.
 7 THE CHAIRWOMAN: Thank you, Board Member
 8 Jones.
 9 BOARD MEMBER JONES: Thank you.
 10 THE CHAIRWOMAN: Councilman Miller, do you
 11 have any comments to add?
 12 COUNCIL MEMBER MILLER: You know, I know
 13 each one of these is considered on a
 14 case-by-case basis, but are you -- are you then
 15 sending the signal -- you know, we've allowed
 16 this, so here's our new precedent in all these
 17 other companies that have been listed; and, you
 18 know, is that -- are you looking forward to --
 19 that's probably what's coming after this. So
 20 just a -- just something to think about with
 21 that, but no questions.
 22 Thank you.
 23 THE CHAIRWOMAN: Okay. Thank you, board
 24 members.
 25 I have a couple of thoughts. The first is
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1 more of a concrete plan or idea of what is
 2 going to fill that space, it does feel large.
 3 So I am in favor of staff's recommendation for
 4 the limitation on the square footage.
 5 I also -- I expressed before that I'm a
 6 rule follower and I appreciate rules and we
 7 have these rules, so I'm inclined to follow
 8 them. And like Council Member Miller, I am
 9 concerned about the precedent that an approval
 10 will set for future requests, so --
 11 One other comment, again, thinking about
 12 photography, thinking of drone footage, videos,
 13 photography of downtown, a sign like this,
 14 depending on people's frames per second, you'll
 15 get -- it looks streaky, it looks -- when they
 16 are digital signs like this rather than the
 17 halogen traditional signage, that's just a
 18 consideration when -- you know, professional
 19 photographers and videographers, that's not a
 20 problem. But for everyday visitors, travelers,
 21 that's just something that -- it will,
 22 depending on their frames per second, the CSX
 23 sign will look different in recorded materials.
 24 And I do appreciate the fact that you guys
 25 are going to coordinate with the Acosta and I
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1 do appreciate the coordination with the City,
 2 to echo our secretary's thoughts.
 3 So would -- Mr. Loretta mentioned perhaps
 4 amending the language to Recommendation Number
 5 3. Would somebody like to -- do we have any
 6 discussion on that? Would somebody like
 7 to -- do we need a motion on that to --
 8 MS. LOPERA: Yeah, so through the Chair to
 9 the board, right now you're in the posture of
 10 having a motion to approve with staff
 11 recommendations as written in their report. If
 12 someone wants to move to amend that motion, now
 13 would be the time.
 14 BOARD MEMBER LORETTA: Okay. I'll move to
 15 amend Staff Comment Number 3 to include
 16 City-sponsored waterfront, cultural, and sport
 17 activations.
 18 I'll just leave it at that.
 19 THE CHAIRWOMAN: Okay. Is there a second
 20 to that motion?
 21 Sorry, Susan.
 22 MS. KELLY: So the same language is used
 23 on Number 4. Did you want to sort of mimic
 24 that on 4 as well?
 25 BOARD MEMBER LORETTA: I'm sorry, I didn't
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1 exception, as amended.
 2 BOARD MEMBER LORETTA: I'll second.
 3 THE CHAIRWOMAN: Great. All in favor?
 4 BOARD MEMBERS: Aye.
 5 THE CHAIRWOMAN: Opposed?
 6 BOARD MEMBERS: (No response.)
 7 THE CHAIRWOMAN: Thank you.
 8 All right.
 9 MS. LOPERA: Can you announce that it's
 10 been approved? By your action --
 11 THE CHAIRWOMAN: Oh, sure.
 12 By your action, Application 2023-022, CSX
 13 special sign exception, has been approved.
 14 And we will move now to application
 15 2023-009, which is a deviation workshop.
 16 Let me get my notes.
 17 Okay. We are -- so this is a deviation.
 18 There is no public hearing and we're not taking
 19 action on this action item. Even though it was
 20 listed on the agenda as an action item, that
 21 was just a scrivener's error, so we'll go ahead
 22 and hear a staff report, please.
 23 MS. KELLY: All right. So just to
 24 reiterate, as the Chair stated, this is the
 25 item that Ms. Lopera passed out with the little
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1 realize it had the same basic text.
 2 So yes, it's for 3 and 4.
 3 Thank you.
 4 THE CHAIRWOMAN: Thank you.
 5 Do we have a second on that motion?
 6 BOARD MEMBER MONAHAN: Second.
 7 THE CHAIRWOMAN: Okay. All in favor of
 8 amending the language for Recommendations 3 and
 9 4, say aye.
 10 BOARD MEMBERS: Aye.
 11 THE CHAIRWOMAN: Opposed?
 12 BOARD MEMBERS: (No response.)
 13 THE CHAIRWOMAN: All right. Motion
 14 carries.
 15 We are back on the main motion for the
 16 sign section. Do we have any other
 17 suggestions, amendments to discuss?
 18 BOARD MEMBERS: (No response.)
 19 THE CHAIRWOMAN: All right. I'll go ahead
 20 and call for a vote for --
 21 MS. LOPERA: Madam Chair, someone needs to
 22 move the application as amended.
 23 THE CHAIRWOMAN: Yes, they do.
 24 BOARD MEMBER MONAHAN: Madam Chair, I'll
 25 move DDRB Application 2023-022, special sign
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1 words about things to keep in mind. So if you
 2 have any questions about that, ask her.
 3 Okay. Ordinance -- Application 2023-009
 4 is for the Dedalus Wine Bar in Brooklyn. The
 5 project received conceptual approval in April.
 6 As you'll remember, it was pretty well
 7 received.
 8 As a reminder, the project proposes a
 9 renovation of Liddy's Machine Shop, converting
 10 the former light industrial machine shop into a
 11 wine bar, wine retail, and cheese and
 12 charcuterie market. Those uses would occupy
 13 about 7,000 square feet out of about
 14 3,000 square feet remaining for two
 15 complementary tenants. There are exterior
 16 spaces that are going to include outdoor
 17 dining, lawn space, and an accessory lot.
 18 So this was briefly mentioned during the
 19 conceptual review, but the south and west
 20 elevations, they do have direct street
 21 frontage. And while both of those elevations,
 22 they feature awnings, decoration, material
 23 treatments, they do not appear to meet the
 24 transparency requirement; that large,
 25 expansive, solid walls are prohibited and shall
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1 not exceed 20 feet in width.
 2 Staff has evaluated the request for a
 3 deviation; it's in your agenda packet. And we
 4 have made a positive finding for each of the
 5 criteria. In general, we find that the
 6 proposed deviation is consistent with the BID
 7 Plan, particularly with regards to adaptive
 8 reuse of the structure for food, beverage, and
 9 entertainment uses.
 10 The request for the deviation, as staff
 11 sees it, is to allow for preservation of the
 12 historic character of the structure's
 13 industrial use while providing the most
 14 appropriate internal conditions for the
 15 proposed use, which the -- the applicant can
 16 probably speak more to regarding what's needed
 17 for wine and cheese and such.
 18 So that's the staff's analysis. I'm happy
 19 to take any questions. And we have the -- the
 20 architect is here as well.
 21 THE CHAIRWOMAN: Okay. Any questions for
 22 staff?
 23 BOARD MEMBERS: (No response.)
 24 THE CHAIRWOMAN: Thank you, Susan.
 25 Okay. Do we have an applicant
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1 presentation?
 2 BOARD MEMBER LORETTA: Do you want to
 3 present?
 4 MR. DUKE: I'm willing.
 5 THE CHAIRWOMAN: Just state your name and
 6 address for the record.
 7 MS. KELLY: If I may, because this process
 8 is really unique. I know the information thing
 9 is a little funny. So just so you know, this
 10 is just sort of walking through why you guys
 11 need that deviation again.
 12 And in your packet, you have the
 13 justification from the owner, and we will just
 14 hear their presentation to remind you.
 15 MR. DUKE: Okay. I'm Thomas Duke with
 16 Thomas Duke Architect, PA.
 17 And do I have to state the address?
 18 THE CHAIRWOMAN: Please, if you don't
 19 mind.
 20 MR. DUKE: We just moved our office --
 21 THE CHAIRWOMAN: Congratulations.
 22 MR. DUKE: -- and we are now at 1505
 23 Dennis Street.
 24 THE CHAIRWOMAN: Do you have anything to
 25 add on the deviation request?
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1 MR. DUKE: I think she covered just about
 2 everything. She said she'll open the meeting
 3 and answer any questions, so --
 4 THE CHAIRWOMAN: We appreciate your time.
 5 MR. DUKE: We've been working back and
 6 forth with Larry and the civil engineer very
 7 diligently to -- to kind of work with some of
 8 the existing utilities. And it is a very
 9 challenging building, you know, because of
 10 what's there.
 11 And Larry, the owner, has -- I think they
 12 decided to take the cafe section on the right
 13 and tried to become the landlord of that as
 14 well. So they will pretty much manage
 15 everything along the perimeter facing Dora
 16 Street and Oak Street. And then the back right
 17 area, that space is still vacant for a future
 18 tenant. They are thinking maybe a (inaudible)
 19 bar or something like that, but it's not
 20 decided at this point.
 21 So what other questions can I answer?
 22 THE CHAIRWOMAN: That's great.
 23 Are there any questions for the applicant?
 24 BOARD MEMBERS: (No response.)
 25 THE CHAIRWOMAN: Okay. I think you're off
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1 the hook.
 2 MR. DUKE: Okay. Sounds great.
 3 I've got a 4 o'clock. Sounds good.
 4 THE CHAIRWOMAN: I'm guessing no public
 5 comment. Do we have any public comment on this
 6 item?
 7 AUDIENCE MEMBERS: (No response.)
 8 THE CHAIRWOMAN: This is not a public
 9 hearing, so ...
 10 MS. LOPERA: Yeah. To the Chair, it's
 11 just a workshop. I mean, if you all have
 12 feedback back for them, if there's anything you
 13 would like to see different ...
 14 THE CHAIRWOMAN: Okay.
 15 All right. And the board does not have to
 16 take any action on this. And we actually are
 17 discouraged from commenting towards a decision
 18 at this time, so --
 19 BOARD MEMBER LORETTA: I mean, if
 20 there -- I guess if -- I'm sorry.
 21 THE CHAIRWOMAN: No, Mr. Loretta, you are
 22 recognized.
 23 BOARD MEMBER LORETTA: I just -- we've
 24 talked about this maybe once before. Maybe we
 25 talked about it at the sign committee or
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1 something, but, you know, this is an example of
2 something that I'm -- I just get confused why
3 we even have a workshop here because -- I mean,
4 unless it's -- when I started on this board, we
5 had a workshop when things needed to be
6 changed. And now we've changed the Code; if
7 there's a deviation, we need to have a
8 workshop. It's just kind of a bummer and a lot
9 of wasted time for many to have a workshop for
10 something such as what we're talking about.

11 Even though we can't comment positively or
12 negatively about the project, but we've all
13 kind of stated what we thought at the approval.
14 I'm at least glad to see this is moving
15 forward, so that's a positive.

16 But, you know, in the end, I just -- I
17 would recommend, if at any point with staff,
18 that we could figure out how to amend our Code
19 to not have such a workshop and only have
20 workshops when actually things need to be done
21 and decisions need to be made such as, let's
22 say, Daily's Place, for example, or such as
23 other things that we've done in the past when
24 there is substantive pedestrian modifications
25 that need to be made on the project itself.

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1 I just thought I'd share my opinion.

2 MR. PAROLA: No, we're good.

3 THE CHAIRWOMAN: All right. Councilman
4 Miller, I don't want to leave you out. You're
5 not precluded from having an opinion on the
6 transparency deviation. I just want to make
7 sure you don't have any comments.

8 COUNCIL MEMBER MILLER: No, no.

9 THE CHAIRWOMAN: Okay.

10 COUNCIL MEMBER MILLER: Thank you.

11 THE CHAIRWOMAN: Okay. Staff, do we have
12 any other business?

13 MS. KELLY: No.

14 THE CHAIRWOMAN: Okay.

15 All right. We are adjourned.

16 (The foregoing proceedings were adjourned
17 at 3:08 p.m.)

18 - - -
19

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1 That's my observation. Thank you very
2 much.

3 THE CHAIRWOMAN: Thank you.

4 MR. PAROLA: Madam Chair?

5 THE CHAIRWOMAN: Yes, sir.

6 MR. PAROLA: We're going to be filing
7 legislation, through the Chair, to remove three
8 instances in which you need a workshop. So
9 we're going to speed things up on that. We're
10 going to see how it goes. And then we're going
11 to address, at some point in time, workshops in
12 general, what they mean, what they're supposed
13 to consist of, and go from there.

14 In 2019, we took a big swing at the
15 Ordinance Code. It did a lot of good things.
16 We put a (inaudible) zoning in there. It sped
17 a lot of things up, so now we're dialing back
18 some of the guardrails in there, and we're
19 trying to improve efficiency and get some stuff
20 on line quicker.

21 BOARD MEMBER LORETTA: I mean, I -- I'm
22 not taking any offense --

23 MR. PAROLA: Baby steps.
24 (Simultaneous speaking.)

25 BOARD MEMBER LORETTA: -- (inaudible) but

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1 CERTIFICATE OF REPORTER

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7 I, Diane M. Tropia, Florida Professional
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9 stenographically report the foregoing proceedings and
10 that the transcript is a true and complete record of my
11 stenographic notes.
12

13
14
15 DATED this 21st day of November 2023.
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