



## Downtown Development Review Board

Hybrid Virtual In-Person Meeting  
Thursday, January 13, 2022, 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, 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. Approval of the December 16, 2021, DDRB Regular Meeting Minutes

B. DDRB 2021-017: Lofts at Cathedral Multi-Family Conceptual Approval

Applicant: Cyndy Trimmer

C. DDRB 2022-001: Laura Trio Mixed-Use Development Conceptual Approval

Applicant: Tom Hurst

D. DDRB 2022-002: Furchgott's Adaptive Reuse Conceptual Approval

Applicant: Brooke Robbins

E. DDRB 2021-019: 1037 Hendricks Final Approval

Applicant: Cyndy Trimmer

F. Ordinance 2021-821

### 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 Hall at St. James Building  
117 West Duval Street  
First Floor, Lynwood Roberts Room  
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.

**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, January 13, 2022 2:00 p.m.**

**MEETING MINUTES**

**Board Members Present:** T. Lee, Chair; B. Allen, Esq., Vice Chair; B. Durden, Esq., Secretary; B. Schilling; C. Davisson; J. Loretta; F. Jones; C. Harden (via Zoom); and M. Brockelman

**Board Members Excused:**

**DIA Staff Present:** Guy Parola, Operations Manager; Lori Radcliffe-Meyers, Redevelopment Coordinator; Steve Kelley, Director of Downtown Real Estate and Development (via Zoom); and Xzavier Chisholm, Administrative Assistant

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

**Council Members Present:** Al Ferraro

**I. CALL TO ORDER**

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

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

Chairman Lee rearranged the agenda, moving item B to E.

**II. ACTION ITEMS**

**A. APPROVAL OF THE DECEMBER 16, 2021 DDRB REGULAR MEETING MINUTES**

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

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER DURDEN APPROVING THE DECEMBER 16, 2021 DDRB MINUTES.**

**THE MOTION PASSED 8-0-0.**

**B. DDRB 2022-001: LAURA TRIO MIXED-USE DEVELOPMENT CONCEPTUAL APPROVAL**

DIA's Lori Radcliffe-Meyers reported that the applicant seeks conceptual approval for the reuse of the historic Laura Trio buildings located at 51 West Forsyth Street. The applicant's proposal includes a new 11-story hotel with 141 rooms and a new 12-story multi-family development with 166 apartments.

Steve Atkins, of Southeast Development Group, and Tom Hurst, of Dasher Hurst Architects, provided the applicant presentation.

Chairman Lee called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Seeing none, Chairman Lee called for board comments.

Board Member Jones stated his support for the project.

Board Member Schilling asked for a description of the east façade. Mr. Hurst responded that it is envisioned as a steel framed super structure that features a couple of columns on the roof terrace.

Board Member Durden expressed her disappointment with the changes, adding that she was enthusiastic about the previous hotel design and the motor court. Board Member Durden stated that she likes the retail component and the marble building but expressed concern over the following:

- The motor court and interior courtyard
- The hotel entrance and the apartment entrance, stating they should be more sophisticated
- The corner of Adams and Laura, stating that it should be emphasized and noted its importance. Suggested something open and inviting.
- The existing surfaces and streetscape

Mr. Hurst responded that the design changes stem from the increase in construction costs. They would have preferred the previous site design, but it was untenable with the increasing cost of construction. Regarding the streetscape, he added that they plan to maintain the finishes along Laura Street and replace and repair the materials along Forsyth and Adams to match Laura. The courtyard will feature hard- and softscape and will serve as a shared amenity space for hotel guests and apartment residents, though what the amenities will be exactly is undetermined.

Board Member Durden asked what the view to the east will be for the courtyard. Mr. Hurst responded that it will be the wall of the adjacent building.

Board Member Davisson stated he understands why the site design features quite entrances, allowing the buildings to stand out architecturally, and why the new building is positioned the way it is, making it more inviting and providing variation. He expressed his support for the project.

Board Member Loretta asked if the courtyard meets code compliance. Ms. Radcliffe-Meyers responded that it may not require a deviation, it will depend on how the space is used. Board Member Loretta responded that he would be in favor of a deviation for the proposed uses [amenity space such as a summer kitchen and grill] and is in favor of the project. Mr. Hurst confirmed that they do not plan to restrict access to the space; it will be considered public realm and will be accessible through the lobby.

Chairman Lee asked if they are planning drop-offs as part of the hotel entry process. Mr. Hurst responded that that is their intention.

Board Member Harden commented that the previous type of construction is preferred along a major avenue but that he does not contend they should be required to change it back.

Chairman Lee noted the hard 9<sup>th</sup> story line that runs across the entire project and asked the applicant to consider finding a way to break down the building masses, further suggesting a change in materiality as a way accomplishing this.

Board Member Davisson commented that he does not believe the “lid” on top of the apartment building at the corner of Adams Street is needed.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2022-001 WITH STAFF RECOMMENDATIONS.**

Chairman Lee called for a vote.

**THE MOTION PASSED 9-0-0.**

**C. DDRB 2022-002: FURCHGOTT’S ADAPTIVE REUSE CONCEPTUAL APPROVAL**

Chairman Lee called for the staff report.

Mrs. Radcliffe-Meyers reported that the applicant is seeking conceptual approval for the adaptive reuse of the historic Furchgott’s Department Store building. The building is a designated local Jacksonville landmark and is located at 128 W Adams Street. The applicant is proposing a renovation to include 40 one- and two-bedroom apartment units on the upper floors and retail, office, and amenity space on the ground floor with another amenity space and tenant storage in the basement.

Chairman Lee called for the applicant presentation.

Brooke Robins provided the applicant presentation.

Chairman Lee called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Seeing none, Chairman Lee called for board comments.

Board Member Loretta asked the applicant to ensure the retail (Suite C) is ADA accessible and expressed his support for the project. Ms. Robbins confirmed that it will be ADA accessible.

Board Member Davisson expressed his support for the project.

Board Member Durden expressed her support for the project.

Board Member Allen thanked the applicant and expressed his support for the project.

Board Member Brockelman expressed his support for the project.

Board Member Schilling expressed his support for the project.

Board Member Jones commented on the historical aspect of the location; adding that, he is excited to see the project's integration with the Hogan [Street] Cycle Track that is contemplated along the west side of Hogan Street which will serve as a mobility hub for bike share and other kinds of mobility stations.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER BROCKELMAN AND SECONDED BY BOARD MEMBER DURDEN RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2022-002.**

Chairman Lee called for a vote.

**THE MOTION PASSED 9-0-0.**

**D. DDRB 2021-019: 1037 HENDRICKS FINAL APPROVAL**

Upon being recognized by Chairman Lee, Cyndy Trimmer, on behalf of the applicant, requested that the item be moved to the end to allow her client time to return from a meeting nearby. Chairman Lee approved the request.

**E. DDRB 2021-017: LOFTS AT CATHEDRAL MULTI-FAMILY CONCEPTUAL APPROVAL**

Chairman Lee called for the staff report.

Ms. Radcliffe-Meyers reported that the applicant is seeking conceptual approval for the development a mixed income community consisting of two residential buildings totaling 120-units located at 325 and 327 East Duval Street.

Chairman Lee called for the applicant presentation.

Ms. Trimmer provided the applicant presentation.

Chairman Lee called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Wiatt Bowers	Cautioned against the surface parking; suggested parallel parking
Ginny Myrick	Cautioned against the surface parking lot
Kate Moorehead	Cautioned against the surface parking lot; suggested higher design quality

Seeing no further public comments, Chairman Lee called for board comments.

Board Member Jones noted that it is important to balance design with cost, adding that affordable and inclusive housing is needed. He also echoed Mr. Bowers comments that the brick color could match better and that the surface parking would need good screening to the extent possible, but also recognizing there are parking requirements for the apartment units.

Board Member Schilling asked if the new entrance off of Duval Street towards the corner will be a single or double door. Ms. Trimmer responded that it will be a double door.

Board Member Schilling commented that he agrees the surface parking lot will need screening and asked if the applicant could distinguish in the site plan if the access point on the Liberty side is a primary access.

Board Member Brockelman stated for the record that he recently became a member of the Cathedral District Board and he has received guidance from OGC that it is not a conflict. He also stated for the record that he had ex-parte communication with Ms. Myrick and Ms. Trimmer.

Board Member Brockelman expressed that the Cathedral District features extensive surface parking as it is, and suggested a condition where staff and the applicant will work to consider the feasibility of placing at least 50 percent of the parking underground with the understanding that it may not be attainable.

Board Member Allen thanked the applicant for their continued work on the project and asked where the AC units are being contemplated and if they will be screened. Ms. Trimmer responded that they are on the roof and are screen in accordance with the guidelines.

Board Member Allen asked the applicant to consider duplicating what was done on the Duval and Liberty Street side and continue it around to the back of the Church Street side, noting the flat wall with the only alterations being paint color. Ms. Trimmer responded that they will look at providing the same treatment on the Church Street side but noted that they are constrained by slim margins for the project.

Board Member Allen stated for the record that he had ex-parte communication with Ms. Trimmer and Mr. Chris Hagan.

Board Member Durden thanked the applicant for the progress being made. She commented that there is little treatment of the Church Street side of the building and asked if the applicant could bring forth the ROI of the project for board members when it becomes available. Responding to a question from Board Member Durden, Ms. Trimmer stated that the new entrances along the corner of Duval and Liberty Street lead into an amenity space.

Board Member Durden asked how visitors would enter the building. Mr. Ryan Hoover responded that there will be call box on the main level to let people in, adding that there will also be staff to let people in during business hours.

Board Member Durden asked the applicant to show how they will activate the space between to the two buildings at final approval.

Board Member Davisson commented that his main concern regarding the entrance and the activity on the corner [Duval and Liberty Street] has been addressed. He added that he recognizes the financial constraints of the project, especially in regard to the cost of underground parking, but still believes the building design is underwhelming. Responding to a question from Board Member Davisson, Mr. Hoover stated that the public will not be able to access the space between the parking and the new building. Board Member Davisson suggested nice landscaping or activation between the two buildings for residents.

Board Member Loretta suggested that the applicant provide a colored rendering of the landscaping between the two buildings. Ms. Radcliffe-Meyers confirmed that the applicant will need to work with staff to ensure the landscape screening of surface parking complies with the required 15-foot-wide landscape area stated in the ordinance code.

Board Member Loretta suggested that the applicant incorporate a site plan that fully shows everything as well as a pedestrian view or a view from Church Street.

Board Member Harden recognized the cost restraints and stated his hope that the applicant can address some of the less expensive issues such as landscape screening.

Council Member Ferraro expressed his support for the project.

Chairman Lee asked the applicant to bring in a rendering for final approval that illustrates their intention of utilizing a material that is complimentary and consistent between the stone base on the new building and the existing YWCA building. Chairman Lee provided the following recommendation: **The applicant will work with staff to provide a study of underground parking including a sketch along with cost estimates.**

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER BROCKELMAN AND SECONDED BY BOARD MEMBER JONES RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2021-017 WITH STAFF RECOMMENDATIONS AND THE RECOMMENDATION OF THE CHAIR.**

Chairman Lee called for a vote.

**THE MOTION PASSED 8-1-0.**

Chairman Lee called for a 7-minute recess.

**D. DDRB 2021-019: 1037 HENDRICKS FINAL APPROVAL**

Chairman Lee called for the staff report.

Ms. Radcliffe-Meyers reported that the applicant is seeking final approval for the redevelopment of four existing buildings to proposed retail/restaurant uses located at 1037 Hendricks Avenue.

Chairman Lee called for the applicant presentation.

Ms. Trimmer provided the applicant presentation.

Chairman Lee called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Nancy Powell            Advocated for as many shade trees as possible

Seeing no further public comments, Chairman Lee called for board comments.

Board Member Jones suggested incorporating as many shade trees as possible and expressed his support for the project.

Board Member Schilling stated for the record ex-parte communication with Ms. Trimmer.

Board Member Schilling commented that the angled parking may be facing the wrong direction and suggested bringing the trellis treatment to the front corner.

Board Member Brockelman expressed support for the project.

Board Member Allen thanked the applicant for their creativity and expressed support for the project.

Ms. Trimmer confirmed for Board Member Durden that each of the frontages have shade trees and not palms.

Board Member Davisson thanked the applicant for addressing his comment from conceptual approval regarding the connection between Kings and Hendricks.

Board Member Loretta suggested a more elevated project with maybe two stories or additional architectural elements and noted that Ms. Powell may be able to help the applicant trade the crape myrtle trees with live oak trees.

Board Member Harden echoed the need for shade trees.

Council Member Ferraro expressed his support for the project.

Ms. Trimmer and Ms. Bakiri confirmed for Chairman Lee that there is no intention of placing equipment on the rooftop.

Chairman Lee stated that he is okay with the deviation and expressed his support for the project.

Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER BROCKELMAN APPROVING ONE DEVIATION TO SEC.656361.6.2.L.**

Chairman Lee called for a vote.

**THE MOTION PASSED 9-0-0.**

**A MOTION WAS MADE BY BOARD MEMBER ALLEN AND SECONDED BY BOARD MEMBER BROCKELMAN RECOMMENDING FINAL APPROVAL OF DDRB APPLICATION 2021-019 WITH STAFF RECOMMENDATIONS AND THE APPROVED DEVIATION.**

Chairman Lee called for a vote.

**THE MOTION PASSED 9-0-0.**

**F. ORDINANCE 2021-0821**

Chairman Lee called for the staff report.

DIA's Guy Parola provided reported that the ordinance seeks to permit by exception personal property/self-storage facilities within all Districts of Downtown. Additionally, the ordinance seeks to amend the development standards.

Chairman Lee recognized Mr. Diebenow.

Mr. Diebenow spoke to the need for self-storage facilities in the context of all the multi-family development taking place within the vicinity. He stated his client is agreement with the proposed criteria with the exception of Item Number 3, and asked if more precise language could be provided for activating the building. Mr. Diebenow proposes the criteria be changed to at least 20 percent of the total building would be dedicated to mixed uses, including office, residential, or retail. Or, as an alternative, 10 percent of the total building on the ground floor would be dedicated to retail uses, which may include restaurants.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Nancy Powell                      Sought confirmation that it does not extend beyond the Downtown Overlay Zone

Seeing no further public comments, Chairman Lee called for board comments.

Board Member Loretta suggested that exemptions be provided at conceptual approval, not before. Mr. Parola responded that he will be checking the ordinance code and sending an email to board members providing clarity. Mr. Diebenow stated that the goal is to provide flexibility in achieving the activated space. Board Member Loretta expressed his support and asked if staff would also be in support of the proposed alternative. Mr. Parola responded that staff will carry out the will of the Board.

Mr. Parola confirmed for Board Member Davisson that there are eight districts but not all are listed for every condition (e.g., the Working Waterfront District).

Board Member Davisson advocated for flexibility with the conditions to allow for creativity.

Mr. Parola confirmed for Board Member Durden that the conditions require that at least 50 percent of the street frontages shall be devoted as functional space for at least one primary use unrelated to self-storage facility.

Board Member Durden expressed her concern that the 10 percent requirement may not address the goal of having ground floor activation. Further, she suggested establishing a mandatory minimum for a percentage of ground floor activation.

Mr. Parola confirmed for Board Member Durden that there are 8 districts.

Board Member Allen stated for the record ex-parte communication with Mr. Diebenow.

Board Member Allen also advocated for flexibility with the conditions and noted how impressive other cities have been in developing creative urban mixed-use storage facilities.

Board Member Brockelman stated for the record ex-parte communication with Mr. Diebenow.

Board Member Brockelman commented that he would prefer the either the 20 or 25 percent requirement throughout the building.

Board Member Schilling stated for the record ex-parte communication with Mr. Diebenow.

Mr. Diebenow confirmed for Board member Schilling that the condition he is proposed would provide for “either-or” language. Either you meet the 20-percent mixed-use throughout the building or you meet the 10 percent of the total building with the ground floor retail use. He also suggested using 20 percent as opposed to 25 percent.

Mr. Parola confirmed for Board Member Schilling that staff recommends keeping Sec. 656.361.5.4.A.3 as it currently is in the ordinance code.

Board Member Schilling expressed concern over Item Number 4. Mr. Parola responded that it is intended to create a high hurdle for developers wishing to seek a deviation from the design guidelines

of the Public and Private Realms. They would be required to get legislative approval through city council.

Board Member Jones echoed other board members desire for flexibility.

Mr. Diebenow restated his proposed modification to Item Number 3 for the board:

**In the Cathedral, LaVilla, Brooklyn/Riverside, Church, Central Core, Southbank districts require that at least 20 percent of the total building in which the facility is parked be dedicated to mixed uses (including office, residential, or retail) or 10 percent of the total building in which the facility is parked be dedicated to retail uses (which may include restaurants) located on the ground floor unrelated to personal property or self-storage facility.**

Mr. Diebenow confirmed for OGC's Susan Grandin that 10 percent and the 50 percent are two different measurements.

Board Member Loretta advocated for more flexibility.

**A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING THE AMENDMENTS TO THE ORDINANCE CODE AS PROPOSED BY STAFF WITH THE INCORPORATION OF ITEM NUMBER 3 AS PROPOSED BY MR. DIEBENOW.**

Chairman Lee called for a vote.

**THE MOTION PASSED 8-0-0.**

### **III. OLD BUSINESS**

Ms. Radcliffe-Meyers reminded the board that a committee is being set up to review a couple of sections of the ordinance code.

Mr. Parola responding to a question from Board Member Durden stated that the committee will only be reviewing the ordinance code, and not the BID/CRA plan.

Chairman Lee called upon Ms. Grandin to report any updates on her review of voting conflicts.

Ms. Grandin provide reported that it is not a voting conflict if a board member's past client comes before the board for approval. It is a voting conflict if the board member has discussed performing future work for the client and the client comes before the board for approval. It is also a conflict if the board member or their company is presently doing work for a developer, but not on the project that is up for approval. Responding to a question from Board Member Allen, Ms. Grandin confirmed that it does not matter the nature of the work, it is the company as a whole.

Board Member Davisson stated for the record ex-parte communication with Mr. Diebenow for Item F. Ordinance 2021-0821.

**IV. NEW BUSINESS**

None.

**V. PUBLIC COMMENTS**

No public comments.

**VI. ADJOURNMENT**

There being no further business, Chairman Lee adjourned the meeting at approximately 5:42 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.*