



**Downtown Development Review Board (DDRB) Meeting  
Hybrid Virtual / In-Person Meeting**

*Thursday, August 14, 2025 2:00PM*

**MEETING MINUTES**

**Board Members (BMs) Present:** Linzee Ott (Chair); Joanna Berling; Carl Dawson; Matt Brockelman; Kevin Craig; Ennis Davis; Peter Deiuliis; Fred Jones

**Board Members Absent:** Joe Loretta

**DIA Staff Present:** Colin Tarbert, Chief Executive Officer; Guy Parola, Director of Operations; Van Christiansen, Redevelopment Coordinator; Ava Hill, Administrative Assistant

**Office of General Counsel:** Terrence Harvey

**Office of the Mayor:** Bill Delaney

**I. CALL TO ORDER**

Chair Ott called the meeting to order at **2:00 p.m.** Chair Ott then called for introductions from Board Members and Staff.

**II. CATHEDRAL HILL DISTRICT STAKEHOLDER PRESENTATION**

Ms. Ginny Myrick, President and Chief Executive Officer of the Cathedral District provided a comprehensive overview of Cathedral Hill, reflecting on its historical development and unique urban character. Discussions focused on the future of the District, emphasizing strategies to support higher density infill development, in alignment with Downtown's long-term growth objectives.

**III. ACTION ITEMS**

**A. JULY 10, 2025 DOWNTOWN DEVELOPMENT REVIEW BOARD (DDRB) REGULAR MEETING MINUTES APPROVAL**

Board Chair Ott called for a motion on the meeting minutes, as amended.

**Motion:** Member Brockelman moved to approve the meeting minutes.

**Seconded:** Member Dawson seconded the motion.

**Vote:**            **Aye: 6**            **Nay: 0**            **Abstain: 0**

**B. Voting Disclosure Forms**

Chair Ott called for member disclosures of any conflicts of interest.

Board member Jones disclosed a conflict for item 2025-002, the Haskell Special Sign Exception, prior to the start of the regular meeting. Chair Ott disclosed conflicts for items 2025-004, Trailview Conceptual, and 2025-005, Pearl District N7.

All voting disclosure forms have been filed and are on record.

**C. DDRB Application 2025-002 Haskell Special Sign Exception**

Ms. Van Christiansen presented an overview of DDRB application 2025-002, the Haskell Special Sign Exception, which requests approval for two building identification signs to replace the existing Prudential signs at 701 San Marco Boulevard, the new headquarters for Haskell in Jacksonville. The applicant's representative, Mr. Tim Haines, was present to provide additional details and respond to questions.

Board member Berling inquired about the calculation of the display area, and Mr. Haines clarified that the applicant intentionally used conservative measurements to ensure the signs are appropriate and visually appealing, noting, "we take the skyline very seriously" as they transition into their new headquarters.

Discussion among the Board included general comments on the sign and the broader Sign Overlay regulations. Several members noted that while the sign is visually appropriate, the current code can be restrictive. Staff was charged with exploring takeaways from the now-sunsetted Sign Committee and potential revisions to the code.

Chair Ott called for a motion on the item.

**Motion:** Member Dawson moved to approve application 2025-002.

**Seconded:** Member Berling seconded the motion.

**Vote:**            **Aye: 5**            **Nay: 0**            **Abstain: 1**

**D. DDRB Application 2025-004 Trailview**

Ms. Van Christiansen presented a summary of DDRB application 2025-004, Trailview, a proposed multifamily townhome development consisting of approximately 53 units organized across a variety of building configurations, including four 4-unit buildings, two 5-unit buildings, and three 6-unit buildings. The applicant team was available to provide a presentation and answer questions regarding the project.

Member Jones inquired about the cul-de-sac in relation to preserving the street grid. Ms. Trimmer explained that, after coordination through the CIP process and with the

councilman, the design reflects the transition at the edge of the Downtown Overlay, where extending the street into the adjacent single-family San Marco subdivision was deemed inappropriate to limit downtown traffic in that area.

Board members Deuliis, Berling, and Craig discussed the building's façade and overall orientation, noting that the front of the development is somewhat hidden from view, that the façade could benefit from additional articulation, and that certain areas of the design exhibit monotony. Board member Dawson added comments regarding the site layout, emphasizing the importance of highlighting access to the wetlands while also maintaining privacy for adjacent properties.

Board member Davis inquired about the site's elevation and its relationship to prior flood mitigation efforts in the South Shores area, noting that Reed Avenue ends in a cul-de-sac rather than aligning with Alamo Street. He requested clarification on how the proposed development might impact flood resilience. Mr. Parola noted that the property sits at a relatively high elevation and that staff had asked the applicant to coordinate with Ellyn Cavin, Development Services, and the Resilience Office. Ms. Trimmer provided additional context on the outcome of those discussions.

Ms. Trimmer confirmed that all relevant flood modeling had been completed and submitted to the City, and based on available uplands and required compensatory measures, the site was determined to be developable and not likely to pose future flood risk. Mr. Delaney added that, while he could not speak to prior administration actions, staff's recommendation for conceptual approval includes continued coordination with City staff and the Chief Resilience Officer, a condition the Board supports and will continue to monitor. A memo documenting these discussions was provided to the City to memorialize the extensive work and coordination over several years.

Chair Ott called for a motion on the item.

**Motion:** Member Dawson moved to approve application with staff recommendations for 2025-004.

**Seconded:** Member Berling seconded the motion with the addition of a board recommendation to address massing, form and façade differentiation.

**Vote:**            **Aye: 5**            **Nay: 0**            **Abstain: 1**

**E. DDRB Application 2025-005 Pearl District N7**

Ms. Christiansen presented a summary of DDRB application 2025-005, Pearl District, block N7, conceptual review. The proposed project will include a grocery as well as the residential tower and parking and ground-floor retail. The applicant and project team were available to present and answer questions regarding the conceptual design.

Board member Jones raised the importance of coordinating with FDOT on Union Street and Beaver Street, noting that as development progresses, a broader discussion is needed to ensure that the design of these state roads supports, rather than detracts from, the pedestrian-oriented character of the project. Ms. Trimmer noted that there is ongoing coordination between the City and FDOT regarding master easement agreements to facilitate streetscape improvements along the affected roadways. Mr. Eric Shullman gave additional information on the Beaver Street lane reduction efforts.

Chair Ott called for a motion on the item.

**Motion:** Member Drockelman moved to approve application with staff recommendations for 2025-005.

**Seconded:** Member Dawson seconded the motion.

**Vote:**            **Aye: 5**            **Nay: 0**            **Abstain: 1**

**IV. OLD BUSINESS**

There was no old business.

**V. NEW BUSINESS**

There was no new business.

**VI. PUBLIC COMMENTS**

There were no public comment requests.

**VII. ADJOURNMENT**

Seeing no further discussion, Chair Ott adjourned the meeting at **4:04 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 Van Christiansen at [vchristiansen@coj.net](mailto:vchristiansen@coj.net) to acquire a recording of this meeting.*