

**CITY OF JACKSONVILLE**

**DOWNTOWN DEVELOPMENT REVIEW BOARD (DDRB) MEETING**

DATE: Thursday, November 14, 2019

TIME: 2:02 p.m. - 4:58 p.m.

PLACE: City Hall at St. James Building  
Lynwood Roberts Room  
117 West Duval Street  
Jacksonville, Florida 32202

BOARD MEMBERS PRESENT:

Christian Harden, Chairman  
Trevor Lee, Vice Chairman  
William J. Schilling, Jr., Board Member  
Joseph Loretta, Board Member  
Brenna Durden, Board Member  
Craig Davisson, Board Member  
J. Brent Allen, Board Member

ALSO PRESENT:

Guy Parola, DIA Operations Manager  
Karen Underwood, DDRB Executive Secretary  
Jason Teal, Office of General Counsel  
Susan Grandin, Office of General Counsel  
Lori Radcliffe-Meyers, DIA Redevelopment  
Coordinator

This cause came on to be heard at the time and  
place aforesaid, when and where the following  
proceedings were reported by:

Amanda E. Robinson, RPR,  
Notary Public, State of Florida

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Jacksonville, Florida 32207  
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## 1 P R O C E E D I N G S

2 CHAIRMAN HARDEN: I would like to call  
3 this meeting of the November 14th, 2019,  
4 DDRB to order. I would like to recognize  
5 our Board: Mr. Davisson, Ms. Durden,  
6 Mr. Loretta, Mr. Allen, Mr. Lee,  
7 Mr. Schilling, Mr. Teal from OGC,  
8 Mr. Parola, and Ms. Radcliffe-Meyers from  
9 DIA, and, of course, myself, Christian  
10 Harden.

11 We have one item of new business before  
12 we get into the main agenda. So I would  
13 like to bring Mr. Killingsworth to the  
14 front. He has a presentation.

15 MR. KILLINGSWORTH: Thank you,  
16 Mr. Chairman. I'm not accustomed to sitting  
17 down and giving a presentation.

18 CHAIRMAN HARDEN: We aim to please.

19 MR. KILLINGSWORTH: Good afternoon. My  
20 name is Bill Killingsworth. I'm the  
21 Director of the Planning and Development  
22 Department. And I am here today at the  
23 request of the Mayor to give a brief  
24 presentation on the census and the program  
25 that we're calling Duval Counts.

1           As many of you are probably aware, next  
2 year is a census year. And -- make sure I  
3 can drive.

4           The census is a constitutionally  
5 required activity. Every ten years the  
6 Department of Commerce through the Bureau of  
7 Census is required to count every resident  
8 within the United States. The reason this  
9 is important is really three-fold. One is  
10 reapportionment. We have a fixed number of  
11 representatives, and those representatives  
12 are apportioned based off population.

13          The other is redistricting the  
14 differences that -- redistricting occurs at  
15 the state and local government level. And  
16 it's the realignment of the lines. It also  
17 happens at the federal level when new  
18 representatives get assigned to a state.

19          But for some people, most importantly,  
20 it might be the approximately \$700 billion  
21 that are annually allocated and pushed out  
22 to local governments. And most of that  
23 money is pushed out on a pro rata population  
24 basis. So having every person count is  
25 financially important to the City.

1           So I just kind of hit across this. 2010  
2           Florida picked up two congressional seats,  
3           that's important because it means that  
4           Florida has greater influence in congress in  
5           Washington D.C., not just in policy but the  
6           ability to direct funds that are important  
7           to the state. Just in 2016 the federal  
8           government appropriated \$44 billion, and  
9           that money came through 55 spending  
10          programs. All the way down through local  
11          governments.

12          We estimate that every individual who is  
13          not counted, it's approximately \$1,500 per  
14          capital per year. So if you think about  
15          that, that's \$15,000 a person. Duval County  
16          is maybe a million people this go around.  
17          So even if one percent of the people are  
18          missed, that's a significant amount of  
19          funding that the City will miss out on.

20          The census, this year will be the -- in  
21          April of next year, actually, this will be  
22          the first time in which the census will be  
23          conducted online. So the census will be --  
24          everybody will get an invitation to  
25          participate. And then you can either

1           participate online, by phone, or by mail.  
2           Your responses are confidential unless  
3           you're fortunate enough to live more than  
4           100 years, at which point they become public  
5           record.

6           And then the census will do what they  
7           can do to ensure that our records are  
8           maintained, safe and secure.

9           So the big thing that you need to know  
10          is that the census will never ask you for  
11          your social security number, bank account,  
12          credit card number, money donations or  
13          anything like that. If you have somebody  
14          come to your residence to ask questions, ask  
15          for a badge and a badge ID number. You can  
16          call the census and they will tell you  
17          whether or not that individual works for the  
18          census. If they don't, then the census will  
19          ask that you contact the local police  
20          department.

21          So the City has what we call a Complete  
22          Count Committee. The names are up there,  
23          there are millions of other people.

24          But the important part of that is our role  
25          is to ensure there is a media campaign that

1 is generated. From now until the end of the  
2 year, basically each of the members of this  
3 committee is reaching out to all the boards  
4 and commissions that are appointed through  
5 the Mayor's Office. And we see each of you  
6 as ambassadors to the community. So we're  
7 going to make an ask of you.

8 But there is also a media campaign that  
9 will come as part of that. So we are  
10 preparing and in some pieces are prepared to  
11 have an awareness and education, a  
12 multimedia campaign. So it will be radio,  
13 TV, social media, just an awareness and  
14 education program for the population as a  
15 whole. And then March through April, we'll  
16 also have a multimedia campaign to actually  
17 inspire motivation and participation in this  
18 census.

19 And then after the April 1st date, the  
20 census will have a nonresponse follow-up  
21 period, which that period is -- for us is  
22 undetermined because we don't know exactly  
23 what the nonresponse rate will be at this  
24 point.

25 There are four typical reasons why

1 people don't participate. The one is they  
2 don't understand why the census is important  
3 to them. And even if it -- the politics of  
4 it isn't important to them, oftentimes they  
5 don't understand how much money is involved,  
6 and that most of the money that's deployed  
7 through the federal government is deployed  
8 on a pro rata basis. So if you can help  
9 people understand that.

10 "I don't trust the government," I don't  
11 have guidance for that. But if you don't  
12 trust the government, then perhaps you  
13 should also not put all your personal life  
14 on Facebook. But just a comment on my part,  
15 that's not from the mayor.

16 And then trouble completing the census.  
17 The census will have both online and  
18 in-person help to help anybody who is having  
19 a hard time completing the census forms.  
20 We're talking about providing help stations  
21 at community centers and libraries and  
22 places like that.

23 And if you can just help people  
24 understand that it doesn't take very long.  
25 The census is no longer the long form

1 census, it's a very short form. The long  
2 form, the social demographic data like  
3 income and all that is now done on a rolling  
4 five-year basis through the American  
5 Community Survey. And they hit like two  
6 percent of the population every five years  
7 and do some statistical analysis to get  
8 that.

9 But every 10 years we have to do 100  
10 percent count, and that's what this is. So  
11 the questions will be how many people live  
12 in the structure and some demographic data  
13 about race and gender.

14 The biggest challenge we face is that  
15 there are hard-to-count populations. They  
16 tend to be younger children, people who are  
17 highly mobile. I think minority groups,  
18 people who don't speak English, low income,  
19 people who are displaced by natural  
20 disasters, which fortunately we don't have  
21 here, but unfortunately our cousins over in  
22 the panhandle have too much of right now.

23 But in response to that, the census has  
24 created a program that they call ROAM. And  
25 what it uses is historical geographies in



1           which there's been low response rates and  
2           statistical analysis based off the  
3           population groups that live there to give us  
4           an indication of what targeted areas we  
5           really need to focus on to get a higher  
6           response from those hard-to-count population  
7           groups.

8           The City is reaching out to health care,  
9           faith based, nonprofits to help us engage  
10          all of these hard-to-count groups. And,  
11          again, we'll have a multimedia campaign to  
12          get people out to participate.

13          I'm going to go ahead and skip that. So  
14          when we get to how you can help, again, so  
15          we actually have something called a  
16          Community Ambassador Program. But all of  
17          you that are appointed members, you are, in  
18          a sense, an ambassador to the City. I  
19          recognize here most of the groups that I'm  
20          going to speak to are really more aligned  
21          with the regulatory function than a  
22          community outreach function.

23          But all of you play an important role in  
24          the community and you're engaged in the  
25          community. So when you get the opportunity,

1           when the time of discussion comes up, it  
2           would be helpful, if you could just bring up  
3           the importance of participating in the  
4           census. And kind of as you hear marketing  
5           from the Mayor's Office on social media and  
6           other forms of media, if you can just kind  
7           of, to the extent that you can, push that  
8           message out. And this is just more on how  
9           you can help.

10                    So really, unless you have questions,  
11           I'm done. I do have a set of cards that  
12           I'll just give out that the Mayor's Office  
13           is handing out right now. One side -- it's  
14           just a fact card. One side is in English,  
15           one side is in Spanish. If you have groups  
16           that would like them, we're more than  
17           willing to give out thousands of them. If  
18           you can call Dawn Lockhart, she's kind of  
19           the point on the program.

20                    And if I can answer any questions,  
21           Mr. Chairman, I'll be glad to do so.

22                    CHAIRMAN HARDEN: Thank you,  
23           Mr. Killingsworth. When does that begin?  
24           When does that process start?

25                    MR. KILLINGSWORTH: So the actual

1 count -- the mail-outs will occur before  
2 April 1st. The actual count is where you  
3 reside on April 1st of 2020. And then the  
4 Census Bureau will be working with residents  
5 from April 1st probably to the end of the  
6 year to get all the forms filled out. So it  
7 doesn't happen on April 1st. It's April 1st  
8 is the place that you resided at. So you  
9 could move on April 2nd, and the census will  
10 count where you lived on April 1st.

11 CHAIRMAN HARDEN: Thank you,  
12 Mr. Killingsworth.

13 Any questions from the Board?

14 All right. Thank you very much.

15 MR. KILLINGSWORTH: Thank you for your  
16 time.

17 CHAIRMAN HARDEN: We're going to move to  
18 the action items on the agenda. I would  
19 like to make a couple of notations on our  
20 agenda today. Item C, the DDRB 2018-012 has  
21 been deferred. Also item E, DDRB 2019-015  
22 has been deferred as well.

23 So we're going to start with the  
24 approval of the October 10th, 2019, DDRB  
25 regular meeting minutes. Seeking a motion

1 to approve.

2 BOARD MEMBER ALLEN: So moved.

3 BOARD MEMBER SCHILLING: Second.

4 CHAIRMAN HARDEN: Motion by Mr. Allen,  
5 second by Mr. Schilling.

6 All in favor, say aye.

7 COLLECTIVELY: Aye.

8 CHAIRMAN HARDEN: Those minutes will be  
9 approved.

10 Next we would like to move on to Item B,  
11 DDRB 2018-011. This is final approval of  
12 Ashley Square. If the applicant will step  
13 up to the table. I would like to start with  
14 staff report by Ms. Radcliffe-Meyers.

15 MS. RADCLIFFE-MEYERS: Thank you,  
16 Chairman Harden.

17 So I'm here to present Ashley Square.  
18 My name is Lori Radcliffe-Meyers for the  
19 Downtown Investment Authority. DDRB  
20 application 2018-11 is seeking final  
21 approval for the 120 senior living  
22 apartments known as Ashley Square. Ashley  
23 Square received conceptual approval from the  
24 Board on April 18th, 2018.

25 Conceptual approval was subject to the

1 following recommendations: A deviation from  
2 Section 656.361.14, river views and height  
3 of building and structures; and for the  
4 applicant to evaluate opportunities for  
5 window and material treatment along the  
6 westerly facade.

7 The downtown overlay and other downtown  
8 regulations were revised by ordinance  
9 2019-196. The maximum height for projects  
10 within the Cathedral Overlay District is now  
11 65 feet. The proposed building height is 62  
12 feet, 10-and-a-half inches at the lowest  
13 point. Project will no longer seek a  
14 deviation for height.

15 The developer is complying with the  
16 request to address the westerly facade,  
17 which will be shown during the applicant's  
18 presentation.

19 Just again, a vicinity map location. So  
20 the project site is bordered to the north  
21 and south by Beaver Street and Ashley  
22 Street, and bordered to the east and west by  
23 Newnan Street and Steven Duval apartments.  
24 And this is just an overall site plan.

25 The project is proposing a six-story 120

1 senior living apartment complex. Floors two  
2 through six serve as the residential floors.  
3 Floors one and two serve as parking,  
4 offices, a fitness center and an amenity  
5 area.

6 The public realm is engaging with  
7 inclusion of wide sidewalks, benches, street  
8 trees and lighting. Based on the forgoing,  
9 the Downtown Development Review Board Staff  
10 supports final approval of DDRB application  
11 2018-11.

12 This concludes the staff report. Staff  
13 is available for questions. Thank you.

14 CHAIRMAN HARDEN: Thank you very much.

15 I would also like to note if anybody in  
16 the audience not on the agenda is not part  
17 of the application and does wish to speak on  
18 a particular item, if you would see  
19 Ms. Underwood or actually on the table I  
20 think we have speaker cards, if you could  
21 fill those out and provide those to her.

22 All right. Thank you.

23 The applicants, which are the primary?  
24 If you could state your name and address for  
25 the record, please.

1 MS. BARTON: My name is Theresa Barton,  
2 and my address is 12736 Edenbridge Court,  
3 Jacksonville, Florida. I'm the CEO of Aging  
4 True. And I just wanted to briefly kind of  
5 give you an overview of how excited we are  
6 to have the opportunity to extend our  
7 housing in -- housing mission. We look at  
8 this as a mission. We are a not-for-profit.  
9 And we really have been about creating  
10 community in downtown Jacksonville since  
11 1962. So we're by no means new kids on the  
12 block.

13 We do have currently 640 affordable  
14 senior housing apartments in downtown  
15 Jacksonville. We are two-thirds complete on  
16 the major renovations of those high-rises.  
17 I invite all of you, if you have an  
18 opportunity, to stop by and see the work  
19 that's being done. We're very proud of the  
20 work that's being done.

21 Our developer is here, Blue Sky. They  
22 assisted us with getting the incredible  
23 amount of funds necessary to do. These were  
24 really the -- in 50 years this was the first  
25 major renovation of those buildings

1           downtown. So we're excited about that.

2           And, to us, this final piece would be  
3           the crown jewel to that development, because  
4           we're really about creating community.  
5           Right now we have three high-rises, but  
6           unfortunately, in the middle of those  
7           high-rises, we have a vacant lot. And it  
8           has recently kind of gone into a problem  
9           with vagrancy and we have some problem with  
10          it, it's become blighted. And we very,  
11          very, very much want it to be something our  
12          seniors feel safe and proud and want to be  
13          part of.

14          So I just want you to know that we're  
15          excited about doing it. And I'm so thankful  
16          to you that you've lent us your guidance and  
17          your direction in this process. So thank  
18          you.

19                 CHAIRMAN HARDEN: Thank you.

20                 MR. WILSON: I guess I'll just quickly  
21                 go. Shawn Wilson, Blue Sky Communities,  
22                 5300 West Cypress Street, in Tampa.

23                 We're -- we have a strategic partnership  
24                 with Aging True. And this is sort of the  
25                 fourth phase and the final phase. And we're



1 just really, really excited about being part  
2 of the Cathedral District redevelopment  
3 process. And we're tickled to be working  
4 with an amazing architect and a great design  
5 team. Even though it is elderly affordable  
6 housing, we do care about good design and we  
7 do care about being good neighbors. So we  
8 hope that you're really, really going to  
9 like the building. Thank you very much.

10 MR. PEREZ: I would like to obviously if  
11 you can see that -- what Ms. Barton was  
12 talking about it's right in the middle of --

13 CHAIRMAN HARDEN: Sorry. Could you  
14 state your name?

15 MR. PEREZ: I am so sorry. I am Jose  
16 Perez, Principal with PQH group.

17 CHAIRMAN HARDEN: Thank you.

18 MR. PEREZ: Sorry about that. I get  
19 excited about the project.

20 As you can see, it's right in the  
21 middle. That location is literally centric  
22 to those three towers which is Cathedral  
23 Terrace, Cathedral Towers and Cathedral  
24 Townhouse. And, basically, we are at the  
25 maximum height that is allowed to provide

1 the units that are required.

2 As Ms. Radcliffe mentioned, we have  
3 complied and worked very hard with  
4 Mr. Parola and Ms. Radcliffe-Meyers to make  
5 sure that the public realm and the private  
6 realm scenarios are complied with.

7 And I think that the question in fact  
8 may have been perhaps -- and these are --  
9 I'm showing some slides on the existing  
10 property. If you can see half of the  
11 building is underground. We're fortunate  
12 enough that the site sloped from front --  
13 from Newnan down Ashley about four feet. So  
14 we're able to put half the building -- or  
15 half the first floor underground and have  
16 entrance through that. And then the  
17 upper -- the main floor will have access  
18 through -- on Beaver.

19 If you note on the front, we're also  
20 having to relocate a bus stop right there.  
21 And we're moving it a little bit towards the  
22 south. We've already met with JTA and they  
23 have given full approval. In fact, we have  
24 a letter from them saying they love it.  
25 They would love for us to do that and

1 improve that location.

2 This is the upper levels. And this is  
3 the Newnan Street elevation. One of the  
4 things that we're very proud of is working  
5 the elevation and the architectural  
6 character and bringing it down to the  
7 sidewalk, because the sidewalks and the soft  
8 areas are very reflective of the  
9 architectural style.

10 This is our elevation over on Ashley.  
11 As you can see the garage entrance there on  
12 the left side. We're putting our waste  
13 really adjacent to the building next door so  
14 it becomes convenient for the waste  
15 department. They'll like that.

16 MR. WILSON: That's their dumpster is  
17 right there.

18 MR. PEREZ: Right next to our dumpster  
19 and so on.

20 This is the Beaver Street elevation.  
21 And I think there was a question on the west  
22 elevation. This is the west elevation and  
23 it shows there is some fenestration facing  
24 the west side. And if you can see the -- on  
25 the left and right-hand side, you have the

1 buildings coming at you. And you can see it  
2 better right here. So what the elevation  
3 that you saw was the back side. And you  
4 will see there will be a courtyard in that  
5 central area.

6 There is the view from the corner of  
7 Newnan and Beaver. More towards the front.

8 That's the main signage that we'll have  
9 right there, which is shown right there, it  
10 will say Ashley Square with the Aging True  
11 logo. We did the little overhangs with some  
12 natural-looking wood on the underside to  
13 warm up the entrance for the residents. And  
14 also it goes around the building on various  
15 locations.

16 This is the bus stop area. Another view  
17 off Ashley.

18 It is contemplated, and I think maybe  
19 Shawn and Terri can address the mural  
20 concept. By the way, there will be no  
21 lighting from the ground up to the building.  
22 All the lights will be concentrated as down  
23 lights from those little overhangs and then  
24 it will be those lights up at the mural.  
25 And you want to address that mural and how

1 we're getting around about that.

2 MR. WILSON: Well, I mean, we think that  
3 public art should be incorporated wherever  
4 it's possible, wherever it makes sense. So  
5 we thought this was the right spot for it  
6 because this is the elevation that kind of  
7 faces the core of downtown. So as our  
8 residents are walking back and forth from  
9 the -- from the core area of downtown,  
10 they're going to be welcomed by this nice  
11 mural.

12 I would point out that the Board of  
13 Cathedral District Jax, Inc., was also  
14 enamored of the idea of the mural. So we  
15 will involve them in the design of that as  
16 well. And that would, of course, be  
17 performed or painted by a local artist.

18 MS. BARTON: Right. It might even be  
19 something that we could put maybe even -- we  
20 can discuss. So it has a lot of  
21 possibilities, because it's a dominant part  
22 of the building. And it's actually very  
23 exciting. My Board is very excited about  
24 it. The Cathedral District Board is very  
25 excited about it. We really see it as kind

1 of a defining -- one of the ways we might be  
2 able to define our presence in the Cathedral  
3 District.

4 MR. PEREZ: This is the view from  
5 Ashley. The back. And this is the -- one  
6 of the areas that I was saying that the  
7 sidewalk and the building are congruent to  
8 one another.

9 This is the other side. There will not  
10 be a mural on this side, but it will be lit  
11 up.

12 And these are the materials. I've  
13 included another handout that has literally  
14 shown the materials. The first one on  
15 the -- and you have this handout, by the  
16 way. The first one shows a review system.  
17 The second one shows the siding. The third  
18 shows the stucco, how we'll be doing the  
19 stucco. The fourth one shows that  
20 underside, we're going to be doing the  
21 underside of those canopies.

22 The next one shows the windows. And I  
23 have a sample of that here. And the other  
24 one will show the Kawneer storefront on the  
25 first floor. And then on the second page

1 we're showing how we're going to implement  
2 the street lighting that it's in conjunction  
3 with -- was provided to us by Mr. Parola as  
4 well as the benches and the trash  
5 receptacles. We'll probably have a couple  
6 trash receptacles by the bus stop and one by  
7 the entrance of the building.

8 CHAIRMAN HARDEN: Okay.

9 MR. PEREZ: Thank you very much.

10 CHAIRMAN HARDEN: Thank you. Do we have  
11 any other public comment on this project?  
12 No.

13 We'll start with Mr. Davisson.

14 MR. DAVISSON: What's the building to  
15 the east of the property? The brick?

16 MS. BARTON: Steven Duval.

17 MR. WILSON: To the east or to the west?

18 MS. BARTON: It's actually to the west.  
19 You mean across the street?

20 MR. WILSON: To the east is Cathedral  
21 Towers, it's one of the high-rises.

22 MR. DAVISSON: As I recall, this was  
23 like here a year ago, I think your  
24 conceptual. As I recall, the comment that  
25 we made was based upon the blank wall that

1           you had on the property line, which is  
2           basically just a firewall up on the lot  
3           line. And it appears that you have  
4           addressed this completely. So thank you.  
5           It was a good presentation.

6           CHAIRMAN HARDEN: Ms. Durden.

7           BOARD MEMBER DURDEN: I didn't catch,  
8           what street is the mural going to be on?

9           MR. PEREZ: Which one?

10          BOARD MEMBER DURDEN: The mural.

11          MR. PEREZ: The mural will be on Ashley,  
12          on the corner of Ashley and Newnan facing  
13          Ashley.

14          BOARD MEMBER DURDEN: Okay. I don't  
15          think I was on the Board when you first came  
16          through. And in all the materials, I never  
17          understood that this was for senior housing.  
18          Is that actually accurate? This is going to  
19          be limited to senior housing?

20          MS. BARTON: Senior and disabled.

21          BOARD MEMBER DURDEN: Senior and  
22          disabled. I think you guys have done a very  
23          nice job. Thank you.

24          MR. PEREZ: Not assisted living.

25          BOARD MEMBER DURDEN: Pardon?



1           MR. PEREZ: Not assisted; they're all  
2 independent.

3           BOARD MEMBER DURDEN: I understand.  
4 Thank you.

5           CHAIRMAN HARDEN: Mr. Loretta.

6           BOARD MEMBER LORETTA: For the record, I  
7 do want to make reference that I did have a  
8 meeting with Jay Devine Landscape Architect  
9 on the project and talked to him a little  
10 bit about the new code that has ensued.

11           I think you did a pretty good job. One  
12 of the initial things -- I was actually not  
13 at the meeting for the pre-app, or -- and  
14 the initial thing I said is, Well, what was  
15 brought up and had discussion in regards to  
16 the fact that buildings weren't really  
17 brought to the property line, this, that and  
18 the other. And it's not really typical.

19           But in talking with Jay, the way the  
20 code reads and so on and so forth is trying  
21 to integrate some more urban plaza areas  
22 and/or hardscape up more adjacent to the  
23 building and creating urban plazas and so  
24 forth. I think that overall they've done a  
25 good job with the pedestrian realm. And

1           there may be a little bit more sod than I  
2           would like, but hopefully they have dogs and  
3           so forth and they need a place to go to the  
4           bathroom.

5           But I think that overall they've done a  
6           good job with this, pretty much creating a  
7           nice hardscape element for downtown  
8           Jacksonville and generally complying with  
9           the new code.

10          CHAIRMAN HARDEN: All right. Thank you.  
11          Mr. Allen.

12          BOARD MEMBER ALLEN: No comments, nice  
13          project.

14          CHAIRMAN HARDEN: Mr. Lee.

15          BOARD MEMBER LEE: Thank you. This is a  
16          really nice project. I appreciate your  
17          presentation. How is the roof of the garage  
18          deck treated for the interior units when  
19          looking down on that?

20          MR. PEREZ: I'm going to go back. Is  
21          that what you're referring to, per se?

22          BOARD MEMBER LEE: So go to the next  
23          slide. So if this is the third floor, you  
24          have a deck, right, that covers the garage?

25          MR. WILSON: No. I'm sorry.

1           MR. PEREZ: It will open to -- that  
2 garage area will be open to parking down  
3 below.

4           MR. WILSON: The red line is the outline  
5 of the building, if you can see that fine  
6 red line.

7           BOARD MEMBER LEE: Interesting, okay.

8           MR. PEREZ: Now, one thing that  
9 Ms. Barton contemplated, we want to address  
10 that, because she had a concern about that.

11          MS. BARTON: I did. I want it to look  
12 as attractive as possible, because people  
13 will be looking down on that area, as well  
14 as people from the other building looking at  
15 it. So it's important to me that we make  
16 this as attractive as we possibly can.

17          And we actually talked about putting in  
18 a garden area, but that kind of took up so  
19 much space. So what we kind of opted for is  
20 movable planters, but very large planters  
21 that we can actually have some trees. And  
22 so we were talking about right between some  
23 of the parking spaces, we might be able to  
24 create, essentially, a movable garden, if  
25 you will. Because I think that's very

1           important.

2           MR. PEREZ:  Yeah, probably take out  
3           about three parking spaces, and then line it  
4           up with nice planters and trees there.  I  
5           think that was a good pick-up.

6           BOARD MEMBER LEE:  Yeah, I would  
7           recommend that.  Yeah, I didn't pick that up  
8           on the -- there is a rendering --

9           MR. PEREZ:  We didn't show it, but  
10          that's what we're going to do.

11          BOARD MEMBER LEE:  And so the facade is  
12          just kind of a false facade that faces  
13          the --

14          MR. PEREZ:  Are you talking about the  
15          rear elevation?

16          BOARD MEMBER LEE:  Plan west is just  
17          open to a building?

18          MR. PEREZ:  Here is the west elevation  
19          right there.  So you can see the central  
20          area, which is the higher windows is where  
21          the elevator lobby is at, okay.  And then  
22          these two will come out towards you.

23          MS. RADCLIFFE-MEYERS:  You have a  
24          pointer.

25          MR. WILSON:  This rendering might show

1           it (indicating).

2           MS. BARTON: That doesn't show.

3           MR. PEREZ: Wait.

4           BOARD MEMBER LEE: That's okay. I'm  
5           just trying to understand the project. I  
6           really don't have any further  
7           recommendations. I think the overall plan  
8           and the mission is exceptional. So thank  
9           you.

10          MR. PEREZ: All right. Great.

11          CHAIRMAN HARDEN: Thank you, Mr. Lee.  
12          Mr. Schilling.

13          BOARD MEMBER SCHILLING: I was going to  
14          echo what Mr. Davisson said as well. I  
15          remember when this came for conceptual,  
16          there was discussion of wanting to make sure  
17          that interface between the existing building  
18          to the west and this project worked well  
19          together. And I think that you have done a  
20          really good job with it. It's a  
21          great-looking project. And thank you for  
22          what you're doing and your investment in  
23          Jacksonville. And it looks great. Thank  
24          you.

25          CHAIRMAN HARDEN: And I have no further

1           comments either. I do think it's a great  
2           project. And thank you for bringing it back  
3           to us.

4           I think at this time we would like to  
5           look for a motion for approval, for final  
6           approval.

7           BOARD MEMBER SCHILLING: Move to  
8           approve.

9           BOARD MEMBER LEE: Second.

10          CHAIRMAN HARDEN: Motion for final  
11          approval of the DDRB 2018-011 made by  
12          Mr. Schilling -- I'm sorry, one comment by  
13          Mr. Teal.

14          MR. TEAL: I didn't know if Mr. Lee  
15          wanted to have the planters and the parking  
16          area be a condition or --

17          BOARD MEMBER LEE: I don't. Just  
18          talking point, yeah. Thank you.

19          BOARD MEMBER DURDEN: Mr. Chairman.

20          CHAIRMAN HARDEN: Yes, Ms. Durden.

21          BOARD MEMBER DURDEN: Did you get a  
22          second then?

23          CHAIRMAN HARDEN: Yes, we do. I have a  
24          second from Mr. Lee.

25          BOARD MEMBER DURDEN: Is it possible to

1 have discussion?

2 CHAIRMAN HARDEN: Sure.

3 BOARD MEMBER DURDEN: So I did not  
4 understand -- I have a question about the  
5 parking. From the west, when we're looking  
6 at that, are there -- I guess we're going to  
7 be able to see cars on the second level; is  
8 that right?

9 MS. BARTON: Yes, yes. You will be able  
10 to look down from the apartments and see  
11 cars.

12 BOARD MEMBER DURDEN: But if I'm in  
13 those apartments to the west?

14 MS. BARTON: They would be able to see  
15 in, yes, because we opened it up so they  
16 would not have a -- this. We wanted them to  
17 feel like they have space. There is not  
18 that many windows on that side of the  
19 building, but we wanted to --

20 BOARD MEMBER DURDEN: Of the adjacent  
21 apartment?

22 So I have a question for Staff then. Is  
23 that -- since we've been talking about  
24 garages a lot -- every single meeting, it  
25 seems like -- is that consistent with our

1 guidelines and our regulations that we can  
2 actually see the cars on that second level  
3 with no kind of screening? I thought  
4 screening of cars in garages was an  
5 important part of our code.

6 And, you know, I mean, they're not  
7 showing any cars, but my -- what I'm  
8 guessing is that in that center area we're  
9 going to see cars. Those rails probably  
10 come up to the grid, you know, at the front  
11 of the cars.

12 I just have -- I mean, I don't think  
13 that that is consistent with our code. And  
14 would that require a deviation?

15 MR. PAROLA: Can we see the project in  
16 plan view?

17 BOARD MEMBER SCHILLING: Mr. Chairman.

18 CHAIRMAN HARDEN: Yeah, please,  
19 Mr. Schilling.

20 BOARD MEMBER SCHILLING: Maybe I can  
21 clear it up. I think the discussion is that  
22 the cars may be visible from the tenants  
23 inside the building, but not necessarily  
24 from the street or the outside, I think,  
25 is --



1           BOARD MEMBER LORETTA: But it will be  
2 visible from the users directly west. So  
3 whatever this --

4           BOARD MEMBER SCHILLING: Yes, got it.  
5 Agreed.

6           BOARD MEMBER LORETTA: -- whatever this  
7 building is, the brick building, they have  
8 an eyesight right through the middle of this  
9 U. And so that's where --

10          BOARD MEMBER DURDEN: Right here  
11 (indicating).

12          BOARD MEMBER LORETTA: It's just not  
13 really been discussed, per se.

14          CHAIRMAN HARDEN: Mr. Davisson.

15          MR. DAVISSON: It's no different than  
16 the Loft apartments that we're doing all  
17 along Bay Street for the Convention Center,  
18 both those building masses. A park garage,  
19 which you can see, they park underneath, you  
20 can see on top of the garage -- on top of  
21 the cars.

22          BOARD MEMBER DURDEN: That's not what my  
23 question is about.

24          CHAIRMAN HARDEN: Ms. Durden, maybe I  
25 can point to. If you want to pull

1 perspective 10, that's the Ashley Street  
2 view. Is that what you're reviewing too?  
3 Because I think that's probably the most  
4 close-up vantage point of that area along  
5 the pedestrian corridor.

6 BOARD MEMBER DURDEN: Is there a page  
7 number?

8 CHAIRMAN HARDEN: I dont think it is.  
9 It's pretty far back in the package.

10 MR. PEREZ: Maybe called perspective  
11 number?

12 CHAIRMAN HARDEN: Ten.

13 MR. WILSON: Ten.

14 CHAIRMAN HARDEN: Before the landscape  
15 plans.

16 MR. PEREZ: Or eleven.

17 BOARD MEMBER DURDEN: Is this it  
18 (indicating)?

19 MR. PEREZ: You wanted perspective ten?

20 MR. WILSON: Nine actually, I think.

21 MS. BARTON: Right there.

22 CHAIRMAN HARDEN: This is what you're  
23 asking about.

24 BOARD MEMBER DURDEN: Yeah. Does  
25 anybody have a red spotter?

1           So the brick building on the left are  
2           apartments; is that correct?

3           MS. BARTON:   Correct.

4           BOARD MEMBER DURDEN:   So that's brick.  
5           And right in here is the open area behind  
6           these trees, and so that's a good point.  
7           And my concern is that we have been pretty  
8           strict about making sure that parking  
9           garages, that they're screened so we're not  
10          seeing cars.  And so my concern would be the  
11          people who live in here looking out and  
12          seeing these cars.

13          So maybe you can tell us a little bit  
14          more about the landscaping that -- or some  
15          other kind -- well, my first question was  
16          does it call for a deviation?

17          MR. PAROLA:   No.  The intent of  
18          screening is so when the pedestrian is  
19          walking down the street, they're not next to  
20          a drive aisle and then just a surface  
21          parking lot.  Wherever you are, at some  
22          point -- wherever you are, at some point in  
23          time, if you go high enough, you will see  
24          cars.  We can't prevent that.  And we can't  
25          mandate that people just build a wall and

1 hide their vehicles.

2 What the code requires you to do is that  
3 if you have surface parking or exposed  
4 parking is that it is incapsulated in a  
5 building or is surrounded by buildings. It  
6 doesn't state that you have to own every  
7 building.

8 If there is a way to enhance landscaping  
9 or something that people with, you know, a  
10 parallel view to that, maybe on the second  
11 floor, can buffer it a little bit, I think  
12 we could have that discussion. So maybe if  
13 we just concentrate on is there any sort of  
14 treatment going up above just the --

15 MR. PEREZ: Yes. I think that if we go  
16 back to that, this rear elevation, we're  
17 showing some open railing there, perhaps  
18 what we can do is just -- that open railing,  
19 go ahead and close that so you will not see  
20 the grills or the vehicles as they're  
21 parking facing to the west.

22 BOARD MEMBER DURDEN: How high are  
23 those -- what did you call them?

24 MR. PEREZ: The handrail?

25 BOARD MEMBER DURDEN: Yeah, the rail.

1           MR. PEREZ: It will be about 42 to 48,  
2           which --

3           BOARD MEMBER DURDEN: And so maybe they  
4           could be enclosed, that would be a little  
5           bit better.

6           MR. PEREZ: Yeah, make those solid, we  
7           can do that. That wouldn't be a problem.

8           BOARD MEMBER DURDEN: I guess you would  
9           still see the top --

10          CHAIRMAN HARDEN: Mr. Davisson.

11          MR. DAVISSON: The applicant has created  
12          a facade along that edge. Personally with  
13          the handrails it has a certain articulation  
14          and depth whether you're seeing cars behind  
15          it or not, has a far better esthetic than  
16          looking at the screen wall, in my opinion.

17          MR. PEREZ: Thank you.

18          BOARD MEMBER DURDEN: What kind of  
19          screen wall are you -- would you recommend  
20          then?

21          MR. PEREZ: Well --

22          BOARD MEMBER DURDEN: Or some kind of  
23          screening?

24          MR. PEREZ: I mean, we did it open and  
25          closed to articulate that rear elevation so

1           it wouldn't be a blank wall. But the idea  
2           is that we're going to have a landscaping  
3           across the back.

4           BOARD MEMBER DURDEN: So maybe the  
5           answer is some additional landscaping  
6           through that area.

7           MR. PEREZ: May I show the landscape  
8           plan in the back?

9           BOARD MEMBER LORETTA: We do show five  
10          high-rise live oaks that are approximately  
11          40 feet on center on the back. And so I  
12          mean, those are going to get to 25, 35  
13          canopy width. So it should basically  
14          overtime come close to fully screening that  
15          area in.

16          BOARD MEMBER DURDEN: Okay. I  
17          appreciate the opportunity to ask about  
18          that. I'm a little more comfortable based  
19          upon what both Mr. Davisson had said and  
20          Mr. Loretta, especially if, you know -- if  
21          these will -- are they a certain size that  
22          will be required to be planted at the  
23          beginning initially?

24          MS. RADCLIFFE-MEYERS: Typically, yes.

25          BOARD MEMBER LORETTA: It should be at

1           least four inches and it's probably by -- in  
2           the plans here are 14-to-16-feet high,  
3           4-inch caliber, with a 7-foot spread. So  
4           it's not going to be fully full at this  
5           point, but, you know, in the next five  
6           years, assuming they're able to survive and  
7           so forth, that should be fine.

8           BOARD MEMBER DURDEN: Thank you very  
9           much.

10          Thank you, Mr. Chairman.

11          CHAIRMAN HARDEN: Please, Mr. Schilling.

12          BOARD MEMBER SCHILLING: One question  
13          that I think, Ms. Durden, you raised a good  
14          point that I'm looking at right now is that  
15          right now with the railing, if cars are  
16          pulling into the upper level at night, you  
17          will have the headlights shining through the  
18          railing to the adjacent building. And I  
19          wonder if it would make sense -- I'm  
20          certainly not proposing a screen wall, but  
21          at least doing the first 42 inches as  
22          something that would obstruct headlights  
23          from shining into the next building, if the  
24          applicant would consider that. Offer that  
25          as a suggestion.

1           MR. PEREZ:  They don't let the residents  
2 out at night.  Just kidding.

3           It's up to the owner if they want to do  
4 that.

5           MS. BARTON:  I have no objection to  
6 that.  In fact, that was one of the issues  
7 we talked about extensively was how to  
8 protect everyone in terms of not having  
9 lights intruding.  And we wanted to make it  
10 as green as possible, as well.  That's  
11 something that I think we need downtown  
12 desperately.

13          MR. PEREZ:  We'd like to propose that,  
14 we present an alternate to Staff and, if  
15 it's agreeable, then we'll move on from  
16 there.

17          CHAIRMAN HARDEN:  I think that's a good  
18 solution.  Is that something you would agree  
19 with, Mr. Schilling, Ms. Durden, to let  
20 Staff opine on that --

21          BOARD MEMBER DURDEN:  Yes.

22          CHAIRMAN HARDEN:  -- after final  
23 approval?

24          BOARD MEMBER SCHILLING:  And I would be  
25 happy to amend my motion for approval with



1 the applicant working with Staff to evaluate  
2 the rear elevation and the height of the  
3 parking wall handrail.

4 CHAIRMAN HARDEN: Do we have any further  
5 discussion on that?

6 MR. TEAL: Mr. Chairman, is that  
7 agreeable to the second?

8 BOARD MEMBER LEE: Yeah, it's agreeable  
9 to the second.

10 CHAIRMAN HARDEN: We have a motion and a  
11 second. All in favor, say aye for final  
12 approval.

13 COLLECTIVELY: Aye.

14 CHAIRMAN HARDEN: Any opposed? Seeing  
15 there is none, motion carries.

16 Congratulations. Thank you for your  
17 time.

18 MS. BARTON: Thank you.

19 CHAIRMAN HARDEN: Okay. We now have --  
20 we're going to skip Item C, that's deferred,  
21 and move to Item D, DDRB 2019-013, final  
22 approval for the Florida Blue garage.

23 I'll let -- Mr. Parola, are you going to  
24 provide the staff report? You indicated by  
25 grabbing your microphone.

1           MR. PAROLA: I was clearing my throat,  
2 Mr. Chairman. Yes, I'll give the staff  
3 report.

4           Kind of taking a queue from what you  
5 said at the beginning, I'm going to speak to  
6 what you elicit in the conceptual approval  
7 letter of recommendation that came out of  
8 this Board, is A through G. A through F,  
9 I'm going to speak to the site plan, I want  
10 to get to discussion point G or switch to  
11 kind of the building itself.

12           So the first kind of recommendation that  
13 came out, or recommendation A, was at final  
14 review the developer will supply as much  
15 detail so as to illustrate the amount of  
16 open space and what comprised the open  
17 space, and that is meets the definition of  
18 open space.

19           The green area I've highlighted up there  
20 meets the definition of urban open space.  
21 If you look at the left-hand column where it  
22 says keynotes, it goes in and actually  
23 describes what the treatments are going to  
24 be from the lighting to the furniture to the  
25 landscaping and what have you.

1           I made a circle red there that I want to  
2 point your eyes to, and I'll come back to  
3 that on a different condition.

4           So darn near most of its -- the building  
5 envelope is covered by urban facade, or  
6 urban open space as it touches a right of  
7 way.

8           I do want to point out one thing, that  
9 was a discussion point Mr. Loretta and, I  
10 think, Mr. Schilling brought up, and that  
11 was about ingress and egress originally as  
12 proposed. It was off of Edison Street.  
13 There was discussion about stacking of  
14 vehicles.

15           After speaking, they met with the City's  
16 Traffic Engineer and Public Works, and came  
17 up with a solution to have the building  
18 entrance from Magnolia. What that's  
19 actually been able to do is add a third lane  
20 there. We've done the same thing on Duval  
21 Street. So during high times in the a.m.,  
22 you got two in, one out. And during p.m.  
23 you reverse the flow there.

24           What that has enabled the Magnolia  
25 Street frontage to accomplish is, when you

1 originally saw this at conceptual, you only  
2 had this kind of really nice plaza at  
3 Magnolia and Forest. And your kind of  
4 Edison corner over there, Edison and  
5 Magnolia was all essentially a little bit of  
6 grass, but mostly ingress and egress.  
7 Because we've now got a central location for  
8 ingress and egress off of Magnolia, we have  
9 two open urban spaces. We have one at the  
10 corner of Forest and Magnolia, and one at  
11 the corner of Magnolia and Edison.

12 The remainder of their Edison frontage  
13 they show as an area that they could put  
14 food trucks or coffee trucks in the morning.  
15 As they centralized the parking solutions,  
16 there is going to be a lot of people going  
17 through there. And as we are able to use  
18 the parking deck during nights and weekends  
19 and holidays for public parking, we're  
20 seeing even more foot traffic.

21 So we envision Edison Street becoming  
22 more of a pedestrian core as Brooklyn grows  
23 up, so to speak. So we like the option of  
24 having something there while we wait on  
25 brick and mortar to come by.

1           Condition B was, at final review the  
2           developer shall provide enough detail so as  
3           to illustrate the pedestrian zone. Much  
4           like the urban open space, the pedestrian  
5           zone has been more articulated with the  
6           keynotes, also identifying what treatment  
7           they're putting in there in terms of  
8           streetlights. If you recall, we asked that  
9           any of the cobra heads or box mounts be  
10          replaced with historic double acorn. They  
11          are doing that, and that is articulated on  
12          that plan sheet.

13           For this kind of condition, it's going  
14          to be a little bit protracted conversation,  
15          but I want to get you to that red zone.

16           Verbatim the recommendation said, a  
17          final review of developer shall illustrate  
18          the ground floor along Park Street, Forest  
19          Street, Magnolia Street of the parking  
20          structure will be reserved, and the term was  
21          authentic retail opportunity.

22           We've had a lot of discussion about  
23          parking decks and some parking decks have a  
24          requirement to, right out of the gate, build  
25          retail. Some send vendors. That's kind of

1 discussion about continuity.

2 I want to take and appreciate that, but  
3 I want to talk about the peculiar areas of  
4 this site and how they're accomplishing  
5 things. The red circle right there, you are  
6 getting both urban and open space, as it  
7 meets the definition of the code; you're  
8 also getting a deep enough pocket, so 60  
9 feet in width, and they're raising the  
10 ceiling height of the second floor so that  
11 if that transitioned to retail -- mind you  
12 it doesn't have to because it has the urban  
13 open space there -- that it could accomplish  
14 that.

15 I will tell you we have not recommended  
16 in any other garages, that they provide  
17 both. They are providing both, and we  
18 appreciate that.

19 We'd also like to point out that --  
20 we're trying to have a balancing act of  
21 providing enough parking to support the  
22 vacant retail. We've been told time and  
23 time again that retail vacancies in this  
24 area are in part due to lack of public  
25 parking. We have gone so much as to have

1 the company on the corner of Riverside and  
2 Layla build us 50 spaces for sole use of  
3 public. So as we're trying to build up the  
4 retail occupancy in this area, having  
5 dedicated public parking is key.

6 We've not asked any of the other decks  
7 that have come through or the other decks  
8 that you'll see to provide public parking.  
9 In certain times we have. But what I'm  
10 trying to illustrate here is you're getting  
11 the urban open space, you're getting the  
12 availability for retail build-out, and  
13 you're getting public parking. That's kind  
14 of a lot and it's kind of unique to this.

15 I guess, finally, what I would say about  
16 the retail, there was discussion with  
17 several of the Board members about some sort  
18 of a trigger. A hard and fast, if you will,  
19 to where they would have to -- retail would  
20 come online.

21 I would suggest that, as we continue to  
22 see retail come online in an area where  
23 we're seeing, at the time, high vacancies --  
24 and I'll give you 200 Riverside, which is  
25 being constructed right now, which has

1           14,000 square feet of retail. I think  
2           Mr. Harden, I don't know, maybe could speak  
3           to the 220 retail issues we've kind of had  
4           and their vacancies. That we would rather  
5           see a marketing trigger than a hard and fast  
6           built. I think what would be harmful and  
7           counter to this area is to prematurely  
8           construct on a speculative basis retail that  
9           would remain vacant.

10           So if it is the desire of this Board to  
11           have a trigger of some sort of retail  
12           component, that it be an active marketing of  
13           the site. And we can kind of discuss that,  
14           how something like that would work after the  
15           development team gives their proposal.

16           Going to D through F, which was on the  
17           conceptual, those went back to streetlights  
18           and furnishings and things like that and  
19           making sure that at time of final met the  
20           requirement of the code. Again, we have the  
21           section of keynotes and they relate to the  
22           maps, so they answer that.

23           Karen, can you go to the next slide for  
24           me?

25           This is the -- I believe the Forest



1 Street facade. During the -- during  
2 conceptual, there was discussion about --  
3 and we'll take the -- whether or not we like  
4 the vernacular, my term of it or not, that  
5 there was a lot going on. And maybe not  
6 reflective of the area.

7 Well, I would say the development team  
8 went back. And they maintained this concept  
9 of medallions, but greatly reduced the  
10 number of medallions so you have this nice  
11 cohesiveness to it, at least I would call it  
12 a nice cohesiveness. And I'm sure they will  
13 discuss that.

14 One thing we did work on with them is  
15 that, because of their new designs, it does  
16 give them a lot more latitude to place a  
17 doorway for a retail bay as the retail comes  
18 online and meets the needs of that particular  
19 tenant.

20 In the staff report right now we have  
21 one condition; and that is, in lieu of palm  
22 trees, the developer shall use shade trees  
23 within the public realm, that includes  
24 sidewalk and open urban space. They have  
25 agreed to that. If they feel they want to

1 line their building interior to the public  
2 space with palm trees, have at it. We have  
3 no issue with that. But they've committed  
4 to that, on our public realm we would use  
5 shade trees.

6 As you know, the new ordinance code  
7 strives for at least 40 percent shade on our  
8 sidewalks and 70 percent on riverwalk. And  
9 I know they are ready to give their  
10 presentation. Thank you.

11 I know that was longwinded, Mr. Loretta,  
12 appreciate you.

13 CHAIRMAN HARDEN: Thank you, Mr. Parola.

14 The applicant, it might be helpful, we  
15 might have some back-and-forth, if we can,  
16 just walk down and provide name and address,  
17 and then we can start your presentation.

18 MR. ROBBIE: My name is Phillip Robbie.  
19 I'm an architect with RS&H. I'm at 10748  
20 Deerwood Park Boulevard, Jacksonville,  
21 Florida.

22 MR. COFFEY: Michael Coffey, Project  
23 Manager with RS&H, again, 17048 Deerwood  
24 Park Boulevard South, Jax, Florida, 32256.

25 MR. TREVATHAN: Good afternoon. John

1 Trevathan representing the owner, Florida  
2 Blue, located at 4800 Deerwood Campus  
3 Parkway, 32246.

4 MR. WHEELER: Andrew Wheeler, RS&H, same  
5 address as those two guys.

6 CHAIRMAN HARDEN: Thank you. Who will  
7 be providing this presentation?

8 MR. COFFEY: It will be mixed, but I'll  
9 start.

10 CHAIRMAN HARDEN: Thank you.

11 MR. COFFEY: I think first thing our  
12 team would like to do is thank the Board.  
13 We learned a lot during conceptual review.  
14 I think we're a lot happier. I think you  
15 will be a lot happier with this new design.  
16 It gave us a lot of insight and gave us a  
17 lot of opportunities for the retail  
18 opportunity. I think the traffic issue has  
19 been solved to the best degree possible.

20 Thanks for Mr. Parola going through the  
21 points. I think I'll just abbreviate some  
22 of those and touch on the traffic, because I  
23 believe everything else has been quite  
24 covered in his summary.

25 So if we could --

1 UNKNOWN SPEAKER: The pointer is down  
2 there.

3 MR. TREVATHAN: I don't see a pointer on  
4 this.

5 MR. COFFEY: All right. So regarding  
6 the new entry location, we did meet with  
7 Chris LeDew and John Paczkowski. And  
8 potential entries along Park and Forest were  
9 right out. They were way too busy streets  
10 for an ingress, egress into the garage.  
11 Magnolia was our best opportunity, or best  
12 point.

13 We gave them three options. The one  
14 that was most appealing was the one you see  
15 here, which was basically a split in the  
16 middle of the garage. We have our traffic  
17 study underway. And we don't anticipate any  
18 significant impacts from this study.

19 When we did that, it gave us this  
20 opportunity down at Edison and Magnolia to  
21 create another urban open space or a park.  
22 It facilitates separating the pedestrian and  
23 vehicular traffic. I don't know if you  
24 recall from conceptual, we had, you know, a  
25 turned-down sidewalk running right next to

1 the traffic lanes coming in and out of the  
2 garage. Now they're completely separate.  
3 Vehicular is over there on Magnolia and  
4 we've got the pedestrian traffic coming in,  
5 you know, facing and entering out onto  
6 Edison.

7 It also gives us, with our old entry,  
8 now we'll keep Oak intact, we'll probably  
9 overlay it to dress it up. It's been torn  
10 up quite a bit with the fill activity going  
11 on there right now. But perfect opportunity  
12 to have some food trucks, which was  
13 mentioned at our last meeting. And it will  
14 be right there adjacent to that park area,  
15 and pretty good setup.

16 So I'll hand it over to Phillip to run  
17 us through the building.

18 MR. ROBBIE: Thank you. Phillip Robbie.

19 As you can see in this aerial image of  
20 the City of Jacksonville, the parking  
21 structure looks quite nice in scale and  
22 proportion. But one of the most pleasing  
23 aspects is obviously all of the urban open  
24 green spaces. This is the Forest Street  
25 elevation. And you can see this is Magnolia

1 with the entrance into the deck. So we have  
2 some very nice urban open spaces along  
3 Magnolia and along Forest.

4 If we drop down to more bird's-eye view,  
5 you can begin to see the scale of the  
6 architectural development is in keeping with  
7 the scale and the fabric of the city. It's  
8 a very appropriate solution, and we're  
9 really pleased with where we're at right  
10 now. And I appreciate the comments from the  
11 last review.

12 Let's take a look at along Park. You  
13 can see that each elevation of the building  
14 has a different relationship with the curb,  
15 which is actually quite a nice asset. On  
16 each elevation, whether it's Park, Forest or  
17 Magnolia, there is a different character.  
18 And I think that variety adds to a very  
19 pleasing aspect of the overall design. The  
20 building is well sited and it has a nice  
21 buffer on each of the elevations.

22 And, again, you can see the urban fabric  
23 beyond, and the scale of the openings in the  
24 proposed parking deck are pleasing. There  
25 is a variety of vertical and punched

1 windows. We'll look at those in more detail  
2 in a moment.

3 Again, along Park, if you look at the  
4 adjacent structure next to it, this explains  
5 that a portion of the wall that's blank,  
6 it's a firewall between two adjacent  
7 properties. And for life safety purposes,  
8 it's necessary.

9 This is a good image to stop on. You  
10 can see along Forest we have that open urban  
11 space and the building is set back. You  
12 have this beautiful park at the end with an  
13 interesting shape. The walks take you back  
14 into the interior, and there is a variety of  
15 landscaping and benches and paving and other  
16 public amenities that will make it very  
17 nice. There is the entrance off of Magnolia  
18 into the parking deck.

19 And now we've developed this second  
20 park, which is predominantly pedestrian.  
21 And there would be a lot of Florida Blue  
22 employee traffic from the deck through this  
23 park. And you have an opportunity for food  
24 trucks.

25 So there is different types of parks.

1           And there is different types of open urban  
2           space, which leads to the complexity of the  
3           city. It's just a nice solution. We're  
4           really pleased with where we're at right  
5           now.

6           If you take a look at the park from  
7           Magnolia and Forest, again, you'd see these  
8           walkways that take you off of the street.  
9           Whenever in these urban environments, it's  
10          always nice to get off of these -- off the  
11          roadways and back into these interior  
12          spaces. And you can see, again, a variety  
13          of little paths that take you back there.  
14          And there's benches and seating and  
15          canopies. You know, in Florida it's either  
16          raining or blazing hot, both of which you  
17          want to get out from under. So it's very  
18          nicely landscaped.

19          Also, you have the Magnolia Street  
20          parking deck entrance. You'll notice that  
21          architecturally this becomes a lot simpler  
22          for wayfinding. You know how to get in and  
23          get out, which is really important. You  
24          have visitors to the city that are not  
25          familiar with how to enter in or exit from



1 the deck. You'll notice that on the corner,  
2 the stair towers, they have an architectural  
3 emphasis to them so you know how to get into  
4 the deck and how to get out.

5 This is that park in the distance.

6 As we move down along Magnolia, just for  
7 a frame of reference, this is the entrance  
8 into the deck, this is Forest beyond, and  
9 this is that one park. This is that second  
10 park that's been developed. This is the  
11 opportunity for food trucks. This is mostly  
12 pedestrian-type space. Again, a lot of the  
13 employee traffic from Florida Blue would  
14 pass through here. Yet it's open to  
15 everybody in the community.

16 And you notice the stair towers on the  
17 corners.

18 The building elevations have been  
19 simplified. These are -- we call these  
20 medallions. There is two medallions that  
21 we've used. And they're not -- they're  
22 asymmetrical, which leads to some visual  
23 interest to the building.

24 As we move along to the park, this is  
25 the Park and Forest. You'll notice that

1           there is that urban open space along Forest,  
2           the building is a little closer along Park,  
3           and this is the stair tower. You'll notice  
4           that, again, these -- it's been simplified  
5           in color, pattern and texture. So I think  
6           the building is -- it's a simpler structure,  
7           but time and time again the most elegant is  
8           the simplest. And we appreciate your  
9           comments from the last review.

10           If we drop down, it's the same view, but  
11           more from a public perspective. Again, you  
12           can see that landscaping is a buffer to the  
13           parking deck. And you can see that along  
14           Park and along Forest. Again, this entrance  
15           into the deck and the stair tower, and the  
16           simplified facades.

17           If we look at the building elevation  
18           from Forest, this is a very long elevation.  
19           And from a design perspective, these are  
20           challenges, which we rise up to. And I  
21           think this has the variety along the  
22           skyline. You'll notice that there is the  
23           undulating edge. There is variety in the  
24           window treatments.

25           And then this is one medallion and a

1 second. And we've used these in  
2 asymmetrical, a little bit more complex  
3 rhythm, which, I think, leads to that visual  
4 interest. And you'll notice again the  
5 landscape along here.

6 So even though it's a demanding facade,  
7 we're very pleased with how it's developed.  
8 We hope you are too.

9 As an entrance into the -- as we come a  
10 little closer, that last view I shared with  
11 you is one we rarely have. I mean,  
12 obviously there are other buildings in the  
13 way. We did that clarity. This is the kind  
14 of view that you would typically have as you  
15 walk up and down Forest. And you see this  
16 has a nice well-defined entrance. It also  
17 has great opportunities in the future for  
18 retail. These are easily opened up and  
19 could easily accommodate that retail  
20 function.

21 You can see the park on the end. And  
22 this is additional signage to help in  
23 wayfinding.

24 Again, that corner shot. You notice  
25 that CPTED, Crime Prevention Through

1 Environmental Design, it's a fundamental of  
2 urban planning. You know, we want these  
3 spaces safe. To be seen and to see is a  
4 fundamental aspect. So you notice these are  
5 unobstructed site lines. And as you move  
6 around, you're seen and you can see. And  
7 there is also an edge, you know when you've  
8 entered onto the property and you've exited  
9 it. These fundamental aspects work time and  
10 time again. You don't have to replace  
11 batteries or hire somebody; it just works  
12 through perpetuity.

13 This is the entrance into the parking  
14 deck off of Magnolia. This is that park,  
15 the urban open space. And you can see  
16 canopies. Opportunity for artwork and  
17 sculpture.

18 And these are highly desirable spaces  
19 within that urban fabric. This will get a  
20 lot of use. And we're really pleased to  
21 offer this to the citizens of Jacksonville.

22 Again, as you move on, other views  
23 within that space.

24 This is a straight-on view. And we've  
25 had to remove the building across the street

1           just so we could get back far enough to show  
2           the entire elevation. You can see the  
3           stairwells. And there is clear wayfinding  
4           when you enter into that deck, you know  
5           where you are; and when you're on the  
6           interior, you know where you are. Again,  
7           fundamental aspects of CPTED.

8           This entry into the deck is simpler  
9           architecturally with clear wayfinding and  
10          simple canopy features. So you know where  
11          you're going. This is the park adjacent to  
12          Forest and this is the other park. You'll  
13          notice that these walls are low. So you  
14          can't hide behind them or put debris or  
15          garbage or bicycles or things. So very nice  
16          elevation.

17          As you move down Magnolia, again, this  
18          is that entry into the deck. Again, clear  
19          wayfinding, low walls, landscaping  
20          opportunities on either side of those. So  
21          it gives you that visual interest in that  
22          park-like environment.

23          Again, two colors, two medallions, and  
24          it's simple and straightforward.

25          These elevations are architectural

1 elevations and, again, reinforce all the  
2 things that we've discussed in the  
3 perspectives. We provide these for your  
4 consideration also. And you can see the  
5 firewall on that north elevation.

6 These are simple sections that show the  
7 entrance into the parking deck. And this is  
8 the one off of Forest. There is a couple of  
9 steps up into that deck at this one corner.  
10 It's a long elevation, so it meets grade  
11 along most of that elevation.

12 This one is the entrance off of Park,  
13 which is level. And you can see the stair  
14 towers are just adjacent to that. This is  
15 the entrance off of Magnolia and this is  
16 that stair tower. And you have a little bit  
17 of cover to get you out of the rain and the  
18 sun.

19 Those are the last images in our  
20 presentation. And I thank you for allowing  
21 us to share this with you.

22 CHAIRMAN HARDEN: Okay. Thank you. We  
23 have one speaker card. Is there -- are  
24 there any other speakers that wish to fill  
25 out a card?

1           Okay. I would like to call Ms. Nancy  
2 Powell.

3           CHAIRMAN HARDEN: If you gentlemen could  
4 maybe slide -- just slide over to provide  
5 her some space to sit. Thank you.

6           MS. POWELL: This is a better room than  
7 the other one.

8           Hi. Yeah, I was here last time. And I  
9 just want to say I'm a downtown advocate.  
10 I'm involved with several civic  
11 organizations, including the Symphony, I'm  
12 on the marketing committee for the Symphony.  
13 And Florida Blue is a big supporter of the  
14 Symphony, and really appreciate that.  
15 Appreciate that Florida Blue is bringing  
16 more employees to this area. I think having  
17 more employees is going to be great.

18           And one of the challenges and one of the  
19 reasons why I'm interested in downtown is  
20 one of the challenges of getting people to  
21 downtown is downtown and making it better.  
22 So I want to appreciate the DDRB for all  
23 you're doing to try to activate the streets,  
24 try to make them more attractive, and the  
25 economic development around that.

1           As far as this project goes, I think you  
2           guys have made a lot of progress; it's a lot  
3           better than it was the last time with a lot  
4           of the changes that you've made.

5           I would just make a couple of comments,  
6           one is I agree wholeheartedly with the  
7           Staff's recommendations to replace palm  
8           trees with shade trees. I would encourage  
9           that along the entire property. I'm on  
10          Scenic Jacksonville too, so we're big into  
11          trees. But what's one of our missions --  
12          and I'm not speaking for them officially,  
13          I'm speaking as a private citizen. But palm  
14          trees don't provide any shade, they don't  
15          really shield anything, they don't really  
16          help break up the facades.

17          I'm not quite sure why North Florida is  
18          so enamored with palm trees. We have many,  
19          many, many palm trees already. So I would  
20          encourage a variety of different trees, even  
21          large holly trees are better providing some  
22          shade. And I would really encourage that.

23          The other -- you did answer the question  
24          about the side by the paint store and that  
25          big blank wall. That paint store is not



1 going to be there forever, so that's a  
2 little bit unfortunate. You know, maybe  
3 there is a mural or something that can be  
4 done there.

5 The architecture, my only comment on the  
6 architecture is that in the Magnolia Street  
7 entrance there, right there where you said  
8 it was simplified, it just looks -- I don't  
9 know. Anyway, it's not reaching out to me.  
10 The rest of the project looks a lot better,  
11 and that just looks kind of funny.

12 Signage is another bugaboo of mine, so  
13 I'm not sure why the Ps have to be quite so  
14 big. I would encourage you to have -- I  
15 mean, I would think standard parking signs,  
16 people understand where parking garages are  
17 and they don't usually need a lot of  
18 signage.

19 And then the only other comment would be  
20 in the entrance there, there doesn't seem to  
21 be a crosswalk across the sidewalk. There  
22 is going to be cars going in and out of the  
23 parking thing, but there needs to be a  
24 pedestrian access that crosses over so  
25 that -- and maybe even a little median in

1 the middle there just so that people can  
2 cross over safely.

3 So -- and I do appreciate the conversion  
4 possibility for retail, making that in the  
5 future, that's important. There is -- it's  
6 kind of funny when you talk about food  
7 trucks, if there is a market for food  
8 trucks, there is probably a market for some  
9 kind of retail, because the food trucks are  
10 going to take away from the retail.

11 Be that as it may, I understand, I do  
12 hope this is the last standalone parking  
13 garage that you guys have to do. There  
14 should be more integration, more liner  
15 buildings, other types of mixed use, which I  
16 know is a priority.

17 So, you know, Florida Blue has a  
18 companion parking garage on a very large  
19 parcel just, you know, very close to this.  
20 So I think that's unfortunate. There is a  
21 lot of real estate going towards parking  
22 garages. I understand the history here of  
23 bringing it off the river, so that's just  
24 where we are. Thank you very much.

25 CHAIRMAN HARDEN: Thank you, Ms. Powell.

1 Any of those comments did the applicant want  
2 to address before we go into discussion on  
3 the Board?

4 MR. COFFEY: Sure. We've already  
5 addressed the -- in talks with DIA Staff,  
6 we've already addressed the landscape and  
7 we've maximized the shade trees. We  
8 replaced the palms that were shown in the  
9 perspectives there in the last couple of  
10 days last week. We've maximized the shade  
11 to the highest extent possible. When you  
12 consider root zone, you know, the diameter  
13 of root zone growth, those spaces up against  
14 the building are way too small to put a live  
15 oak or something like that in there. So we  
16 did -- we do have palms behind those knee  
17 walls up against the building. But out in  
18 the park, we went ahead and changed out the  
19 palms to shade trees. And we are over the  
20 40 percent requirement for shade.

21 CHAIRMAN HARDEN: Okay. Just for a  
22 little bit of additional clarification on  
23 that, you said you maximized the --

24 MR. COFFEY: Yes. Our landscape  
25 architect looked at -- based on species of

1 tree width, you know, the count required and  
2 how closely he could put in those shade  
3 trees is what I was saying as maximizing.

4 CHAIRMAN HARDEN: Okay.

5 MR. COFFEY: As far as a striping across  
6 the entrance, it's actually -- in City  
7 review, they'll tell you not to stripe  
8 within a property because it gives a  
9 pedestrian a false sense of security in  
10 crossing a driveway. You stripe  
11 right-of-way roads that are signalized, but  
12 you wouldn't do it necessarily on a property  
13 for a drive.

14 CHAIRMAN HARDEN: And I think we've been  
15 down that road before. I think the projects  
16 in LaVilla are probably a good example of  
17 that where that's been dealt with at  
18 traffic. And so I don't think -- I think  
19 it's good feedback, but I think those are  
20 usually encouraged, that transition from  
21 your sidewalk to the city right-of-ways is  
22 usually addressed; correct?

23 MR. PAROLA: To the Chair's point, when  
24 we move on to 10-set and it goes through  
25 engineering review, both at the

1 transportation planners and planning  
2 department, and the City's more technical  
3 Traffic Engineer and Public Works, they'll  
4 look at all of the requirements and make a  
5 call from there based on the requirements,  
6 yeah.

7 MR. COFFEY: And for the Board's  
8 knowledge, we are in 10-set currently.

9 CHAIRMAN HARDEN: Okay. I think that is  
10 good feedback. I had that note, because you  
11 do have employees coming back, obviously you  
12 want that for safety of employees walking  
13 back and forth more than anybody would.

14 So, okay. I'll start with  
15 Mr. Schilling.

16 BOARD MEMBER SCHILLING: Thank you,  
17 Mr. Chairman.

18 A couple questions: I know in our  
19 last -- at the conceptual there was a great  
20 bit of discussion about the retail space.  
21 And I think you have done a great job of  
22 creating two real potential opportunities.

23 I know in the exhibit that was shown,  
24 the actual depths weren't shown, but it  
25 looks like they're between 50 and 60 feet.

1 I guess I just wanted to confirm that.

2 MR. COFFEY: They're 60 feet both.

3 BOARD MEMBER SCHILLING: Thank you very  
4 much for listening to us and accommodating  
5 that.

6 The other thing that I had as far as a  
7 question is, if I understood Mr. Parola  
8 right, it sounds like -- which let me back  
9 up.

10 First, let me say that I applaud the  
11 change of the access to Magnolia. I think  
12 that looks really good. I think it works  
13 really well with the garage because it  
14 brings you right into the ramp. So I think  
15 that's terrific, that's a really good  
16 change.

17 But the question I have is it sounded  
18 like, with the three lanes, the intent was  
19 for the center lane to be dual-purpose in or  
20 out depending on time of day.

21 MR. COFFEY: Yes.

22 BOARD MEMBER SCHILLING: Because I know  
23 in the rendering -- which I know it's a  
24 rendering, but the rendering didn't  
25 necessarily show that, it showed the center

1 lane as outbound.

2 MR. COFFEY: Yes, reversible.

3 BOARD MEMBER SCHILLING: The intent  
4 would be for it to be reversible, great.

5 And then how about also, again, just a  
6 question, access control? So would it be  
7 gated on the --

8 MR. COFFEY: It is during business hours  
9 and then, after close of business, it's  
10 open.

11 BOARD MEMBER SCHILLING: So that's  
12 something -- you would have those set in  
13 deep enough to get folks in and out --

14 MR. COFFEY: I believe so. We haven't  
15 worked through the gate operation design,  
16 but they are inset to the building itself,  
17 yes.

18 MR. PAROLA: If I could, through the  
19 Chair. They're actively working with  
20 Mr. Bob Carle, who is the City's Parking  
21 Official on the integration of the public  
22 parking aspect to this when they are open to  
23 public parking, and the standard operations  
24 of the Office of Public Parking. So they're  
25 working through that technologically

1 speaking as well as operationally.

2 BOARD MEMBER SCHILLING: Okay. Great.

3 Those are all the questions I have. I  
4 wanted to say I think you have done a great  
5 job listening to the comments from the last  
6 meeting. And I think there have been great  
7 improvements. And I think it's a great  
8 project. Thank you.

9 CHAIRMAN HARDEN: Thank you.

10 All right. Mr. Lee.

11 BOARD MEMBER LEE: Thank you for coming  
12 back before us with a, in my opinion,  
13 substantively better project. I think  
14 retail abilities in the future are  
15 excellent. This is nearly 26,000 square  
16 feet of possibility. I think that's  
17 phenomenal, so I appreciate that.

18 And then the design is much better, in  
19 my opinion. I appreciate the blue, gray and  
20 white, kind of a nod to Florida Blue. So  
21 the colors are very elegant, and I  
22 appreciate that.

23 And then I want to compliment too the  
24 amount of parks that we have in this  
25 project. We very rarely see public parks



1           being added to projects that aren't  
2           necessarily part of their intended use, and  
3           so I appreciate the gesture.

4           I think it's a great project. I don't  
5           have any further comments.

6           CHAIRMAN HARDEN: Thank you.

7           Mr. Allen.

8           BOARD MEMBER ALLEN: Couple questions  
9           about the color, just dovetailing off of  
10          Mr. Lee's comments. Are those going to be  
11          the actual colors, the blue, gray and white  
12          that we're seeing?

13          MR. ROBBIE: At this point that is what  
14          we're most comfortable with, colors and  
15          forms are really subjective. Just looking  
16          down at the sports coats I see on the  
17          Committee here.

18          BOARD MEMBER ALLEN: Basically, there is  
19          going to be some color rather than being a  
20          concrete building; is that correct?

21          MR. ROBBIE: Yes.

22          BOARD MEMBER ALLEN: I also agree that  
23          the actual structure itself is leaps and  
24          bounds better than before. It looks really  
25          nice. In addressing some of your

1 presentation, you use the word opportunity a  
2 lot when discussing trees, landscaping and  
3 the sculpture. Is what we see on the front  
4 of this going to be how it is from day one  
5 or are these opportunities for trees and  
6 sculptures down the road and they may happen  
7 or they may not happen?

8 MR. ROBBIE: The sculpture -- you want  
9 to go first? I see your finger going.

10 MR. COFFEY: Yeah. That's the actual  
11 landscape architect's plan that was brought  
12 in to sketch up. So you are seeing the  
13 actual plant species. Again, I want to  
14 point out on that corner, you see those  
15 palms, those are all shade trees now. The  
16 exception of where we've traded out these  
17 shade trees in the last week with DIA Staff,  
18 what you see is the actual planting. It  
19 will have that color, those heights. As  
20 best as we could resemble those species,  
21 that's what we have there.

22 BOARD MEMBER ALLEN: How about the  
23 sculpture component?

24 MR. ROBBIE: The sculpture is a  
25 suggestion of what could possibly be and

1           it's a space provided for it. No artwork  
2           has been selected.

3           BOARD MEMBER ALLEN: I really like the  
4           inclusion of the second plaza. And it's  
5           actually, because of that, it's a project I  
6           can get behind. Unlike probably some of the  
7           members on the Board, I think that the  
8           retail component is farfetched. I bet all  
9           of you a ham sandwich that actually never  
10          happens.

11          But I think with the second park part of  
12          it, it's something that makes it pleasing to  
13          the public and others to enjoy. So I  
14          appreciate that part. And that's the only  
15          comments that I have.

16          CHAIRMAN HARDEN: Okay. Thank you.

17          Mr. Loretta.

18          BOARD MEMBER LORETTA: Who is the  
19          landscape architect?

20          MR. COFFEY: J. David Vickers.

21          BOARD MEMBER LORETTA: David Vickers,  
22          okay.

23          And so I would like to make a condition  
24          that -- because the landscape architectural  
25          plan should have been a part of this package

1           for approval. So I would like to make a  
2           condition that the landscape architectural  
3           plan maybe gets approved by myself prior to  
4           a final approval by DDRB and so forth during  
5           your review, if I can, if others are okay  
6           with that.

7           So I appreciate greatly the discussion  
8           we had last time and your willingness to  
9           listen to us regarding the ingress, egress.  
10          I believe that's a far better overall  
11          design.

12          There's a slight concern if stacking  
13          ever gets up too great. But I can't imagine  
14          that really would ever occur to that extent  
15          coming into the facility. So I'm not truly  
16          worried about that. I think overall the  
17          project works out very well.

18          What I also wouldn't mind making a  
19          condition on is basically the entry  
20          comment -- I actually had the same comment.  
21          The entry on Magnolia, really the pedestrian  
22          sidewalk crossing between A, from one  
23          sidewalk to the other, the driveway is  
24          around 40 feet or so wide if not wider  
25          because you have the radial returns.

1 I'd love to see, quite frankly, some  
2 pavement or additional color be identified  
3 there if City Traffic would be willing, so  
4 that way at least the pedestrian realm is  
5 well identified, because it is such a wide  
6 driveway throat. And it's right up against  
7 that curb and so forth. So, quite frankly,  
8 if I can make that a second condition, I  
9 would like to make that a second condition.

10 Other than that, I mean, you guys, it  
11 looks like a beautiful Art Deco parking  
12 garage out of Miami. I love it, appreciate  
13 it. Thank you.

14 CHAIRMAN HARDEN: Thank you.

15 Ms. Durden.

16 BOARD MEMBER DURDEN: Thank you. Well,  
17 the very first thing I want to tell y'all is  
18 that I think that the facade is a great  
19 improvement. I really appreciate you going  
20 back and looking at that. It just looks  
21 nicer. There is just something calmer about  
22 it. It's more fluid, quite frankly, instead  
23 of, you know, it kind of made me, like,  
24 jumpy before.

25 You guys are going to love how I talk

1           about -- the architects are going to love  
2           the words that I use.

3           I also think that you did a great job on  
4           the retail, making the ability to actually  
5           transition those areas along Park, not only  
6           authentic but more realistic now.

7           I do have a couple of questions. One,  
8           I'm a little bit confused about the Park  
9           Street frontage. It's -- it looks to me  
10          like it's only eight-feet wide. I was  
11          looking -- and when I say the frontage, I  
12          mean the -- I was looking at sheet number  
13          EX-2, and you've got the sections Park  
14          Street and then two different ones for  
15          Forest Street.

16          MR. ROBBIE: This is a plan view of the  
17          project. The Park Street is there, this is  
18          Forest and that's Magnolia. And --

19          BOARD MEMBER DURDEN: I have a little  
20          bit --

21          MR. ROBBIE: -- this is in perspective,  
22          so it looks like it's encroaching.

23          MR. COFFEY: She's talking about the  
24          dimensions.

25          MR. ROBBIE: Is this one better?

1 BOARD MEMBER DURDEN: No. I like this  
2 one, EX-2. Permit said sheet number EX-2.

3 BOARD MEMBER LORETTA: The cross  
4 section.

5 MR. COFFEY: That's not in the  
6 PowerPoint; that's in the booklet.

7 To answer your question, the sidewalk is  
8 from the back curb to the frontage is  
9 14-and-a-half feet overall. And then within  
10 that, you know, we have the amenity,  
11 pedestrian frontage, so.

12 BOARD MEMBER DURDEN: Okay. So --

13 MR. COFFEY: It is 14-and-a-half feet  
14 along Park.

15 BOARD MEMBER DURDEN: Thank you.

16 If I may, to the Staff.

17 CHAIRMAN HARDEN: Please.

18 BOARD MEMBER DURDEN: When you look at  
19 the Park Street section on here, it shows  
20 that there is an eight-foot pedestrian clear  
21 area. But then where we have the amenity  
22 area is, you know, also -- is that the, I  
23 guess, parking spaces along Park Street?  
24 Because it shows a car in the amenity area.

25 MR. PAROLA: It shows a car in the

1 amenity area?

2 BOARD MEMBER LORETTA: If I may, I can  
3 answer. I think you're just reading this  
4 incorrectly. So it goes back of curb, four  
5 feet, and where that four feet is that's  
6 landscaping and that's special pavement,  
7 then eight feet of additional pedestrian  
8 clear and then there's two more feet of  
9 pavement.

10 BOARD MEMBER DURDEN: Right. So is it  
11 a -- what is that then? Is it a park bench?  
12 Is that what that is hopefully?

13 MR. COFFEY: Yes, ma'am. The benches  
14 and the lights and trees are in that four  
15 foot.

16 BOARD MEMBER DURDEN: It looked like a  
17 car to me. I apologize. I wanted to make  
18 sure we're not talking about a car there.

19 The second question I had was on the  
20 same sheet. Can you just tell us where the  
21 two cross sections are along Forest Street?  
22 We have two different ones that are quite  
23 different. Can you just tell --

24 MR. COFFEY: Yes, ma'am. There is A and  
25 there is B.



1           BOARD MEMBER DURDEN: Can you do that  
2 one more time?

3           MR. COFFEY: A. And what we did is we  
4 showed a cross section where you didn't have  
5 a bench for A, and then we showed the second  
6 cross section going through where you have  
7 one of those amenities with a bench.

8           BOARD MEMBER DURDEN: Okay. Good. That  
9 helps. And the -- I would support  
10 Mr. Loretta's suggestions for conditions.  
11 And then the last thing that I just want to  
12 talk about is I would like to hear,  
13 Mr. Chairman, from Staff in regards to what  
14 they consider -- I think Mr. Parola said  
15 that he would bring us additional  
16 information or talk after this part of the  
17 hearing about the market trigger. And I  
18 would like to hear more about that when --  
19 in regards to the retail. Thank you.

20           CHAIRMAN HARDEN: So we can -- I've got  
21 some notes on that. I think once we go --  
22 why don't we finish discussion. I have  
23 notes on that on the conditions that  
24 everybody's mentioned already. If we  
25 finish, if we have any further discussion,

1 we can come back to that.

2 BOARD MEMBER DURDEN: Perfect.

3 CHAIRMAN HARDEN: Mr. Davisson.

4 MR. DAVISSON: I think everything that  
5 I've seen is a step forward. And I just --  
6 from your retail offering and just the  
7 entrance is a great improvement just knowing  
8 the streets and just the simplification as  
9 well. I mean, it's the same concept, you  
10 know, just the organization and composition  
11 and color, I think, is more pleasing.

12 My question is, as part of this final  
13 review, you're supposed to bring materials,  
14 colors and everything as part of the  
15 submission. And I'm not -- I assume this is  
16 either site-cast or precast. Is it  
17 elastomeric? Is it white Portland cement?

18 MR. COFFEY: The entire structure is  
19 precast.

20 MR. DAVISSON: So the color, is it  
21 painted or is it impregnated?

22 MR. COFFEY: Painted.

23 MR. DAVISSON: Also, we're seeing these  
24 facades where there is a lot of  
25 articulation. But are these all on the same

1 plane that we're seeing or is there some  
2 in-and-out going on?

3 MR. ROBBIE: The facades have a surface  
4 so that it -- they cast shadows. So the  
5 aluminum tubes are stepped out so that it  
6 casts a shadow. And there is joints,  
7 reveals and shadows in those planes.

8 MR. DAVISSON: If we could -- I guess we  
9 just need actual samples, you know,  
10 Sherwin-Williams color or whatever it may be  
11 that we're doing. Just give it to the  
12 Board.

13 The one issue I'm having is this  
14 firewall. And I think it's detrimental. I  
15 understand why it's there. It's almost a  
16 zero lot line. However, you know, we don't  
17 know if that building is going to be there  
18 for two weeks or two years. I don't know.  
19 And I think that there has been a lot of  
20 attention and sensitivity that you've put  
21 into the entire facade. And that just  
22 pushes me the wrong way, as far as how  
23 that's handled.

24 MR. ROBBIE: I'm trying to get back to  
25 it. There is an image that shows it.

1           MR. DAVISSON: The start contrast  
2           between that and that little  
3           one-and-a-half-story building is just out of  
4           context.

5           MR. ROBBIE: There you go.

6           MR. DAVISSON: Yeah. I know it's -- I  
7           know it's cliché, but a living wall, some  
8           articulation in those panels, just something  
9           beyond -- something beyond just a flat,  
10          blank concrete wall. If I was the building  
11          owner next door, I would be unhappy, or even  
12          a few lots away.

13          Basically, I think you've really come in  
14          and touched on all our conversation we had  
15          in the last meeting. I think everything has  
16          been positive. That's the one item I think  
17          we can do better with. That's all.

18          CHAIRMAN HARDEN: Okay. On that  
19          particular item, is there another possible  
20          treatment for that? I don't think that  
21          there is a right or wrong way. But is there  
22          an alternative that you considered?

23          MR. ROBBIE: In this proposal there is  
24          not an alternative to present today.

25          CHAIRMAN HARDEN: Right. Is there

1 something you discussed? Because that was  
2 actually a question I had, would you just  
3 paint it so that it looks like the rest of  
4 the building?

5 MR. ROBBIE: With joints and reveals,  
6 like what you see in this elevation, mimic  
7 what is occurring on Forest Street as a  
8 recess in the panel. You can't have any  
9 openings through there, obviously, that  
10 compromises the firewall. You can push some  
11 planes back and pull them forward and put  
12 joints in those panels. And it would offer  
13 a degree of articulation to those.

14 MR. DAVISSON: I think my comment is not  
15 necessarily mimicking what you've done,  
16 maybe it's something different. But just  
17 some type of articulation would be  
18 appreciated.

19 MR. ROBBIE: It's certainly doable.

20 CHAIRMAN HARDEN: Well, I think that  
21 we're at the point, if we try to seek a  
22 final approval here today, then having  
23 something -- I mean, I imagine you might  
24 have discussed this prior to this meeting at  
25 some point or is this the first time it's

1           being brought up?

2           MR. COFFEY: This is the first time it's  
3           being brought up. It wasn't in the  
4           recommendations. We didn't see it as an  
5           issue in the conceptual review, but it's not  
6           beyond visiting and coming up with  
7           something.

8           MR. WHEELER: Perhaps, like the  
9           landscape, you could come back at that point  
10          in time with a condition to try to still  
11          move forward.

12          BOARD MEMBER LEE: If I can make just  
13          one --

14          CHAIRMAN HARDEN: Please.

15          BOARD MEMBER LEE: Actually, I saw the  
16          same thing and thought, What a great canvas  
17          for a potential mural in the future. We  
18          have been painting every single large blank  
19          facade in our Urban Core with these really  
20          beautiful paintings. We could leave  
21          opportunities for such things in the future  
22          and not try to create a fake facade of  
23          panels. And then you don't have an  
24          opportunity to -- for a mural. So I'm kind  
25          of okay with blank canvases.

1           MR. WHEELER:  Maybe some articulation  
2           that would clarify where a mural might be  
3           able to go.

4           BOARD MEMBER LEE:  Sure.

5           BOARD MEMBER SCHILLING:  Mr. Chairman,  
6           maybe not painted black, if that's the  
7           proposal, paint it black, I'm not sure.  
8           That's part of the question.  Is the  
9           proposal to paint that black?

10          MR. WHEELER:  No.

11          MR. ROBBIE:  I think if you painted it a  
12          light color like the other facades and then  
13          you left it as a blank canvas, then that  
14          gives you the opportunity in the future,  
15          like that artwork in the public space, you  
16          have an artwork opportunity on that  
17          elevation to arrive at a conclusion on every  
18          aspect that's today.

19          CHAIRMAN HARDEN:  Please.

20          BOARD MEMBER LORETTA:  So my other  
21          question would be how much would the  
22          articulation that we could possibly do and  
23          make a faux facade or whatnot cost versus  
24          actually hiring an artist and make it happen  
25          from day one?  I mean, let's just make it

1           happen from day one. What's the problem  
2           with that? Or what's the thought process  
3           with that, more goes to Florida Blue?

4           MR. TREVATHAN: When it goes to the  
5           pedestal and what kind of sculpture might be  
6           there in the park area and mural, we're open  
7           to anything. We would like to make sure  
8           that it's congruent with you, with the  
9           community, with the culture, that it doesn't  
10          conflict with our organization's values and  
11          mission. Aside from that, completely open  
12          to --

13          BOARD MEMBER LORETTA: Are you open to  
14          being willing to have just that a part of  
15          your project and commission an artist to put  
16          a mural up from day one?

17          MR. TREVATHAN: Do you have any ideas?  
18          I mean, I don't know --

19          CHAIRMAN HARDEN: I think it's up to  
20          you.

21          MR. TREVATHAN: I'm certainly open to  
22          it. Obviously, my objective today is that  
23          we get a full approval to move forward.  
24          Whatever you all want, I said it the last  
25          time we were here, we'll do it for you.



1           I don't want to commit to having a  
2 world-renowned muralist that would come in  
3 and charge exorbitant amounts of money to  
4 create that. But if art students and some  
5 sort of idea were put together, we would  
6 commission that, certainly, not a problem.

7           BOARD MEMBER LEE: In my opinion, I  
8 think it's a process that has to go through  
9 the Cultural Council, it just takes time to  
10 do it, so.

11          MR. TREVATHAN: And with that, yes,  
12 we're absolutely agreeable.

13          CHAIRMAN HARDEN: So how long? If there  
14 is two years from the project completion to  
15 do a mural, instead of making it upon  
16 project, is that fair?

17          BOARD MEMBER LORETTA: If they're going  
18 to pay for it, I don't know that they -- it  
19 really needs too much effort by the Cultural  
20 Civic Council if they're paying for it  
21 themselves.

22          CHAIRMAN HARDEN: How long would be a  
23 fair --

24          MR. WHEELER: Two years sounds very  
25 reasonable.

1           CHAIRMAN HARDEN: Is that reasonable?

2           MR. TREVATHAN: It is, yeah.

3           MR. DAVISSON: I don't think it has to  
4 go through -- correct me, it doesn't have to  
5 go through the Cultural Council. They can  
6 provide us with something and bring it back  
7 to the DDR Board three years from now. And  
8 if we approve it, as long as it's not a big  
9 advertisement, you know, it's truly artwork,  
10 it can be in these hands.

11          MR. TEAL: Mr. Chairman, I think  
12 probably the extent that you can go here is  
13 to require there to be a mural there. As  
14 far as what it looks like or -- I think  
15 that's on -- because this is private  
16 property. So it's not like it's a public  
17 building that has to go through our public  
18 places Cultural Council. It's private  
19 property. Basically, what you're saying is  
20 this would enhance this portion of the  
21 building from the pedestrian perspective so  
22 you would like to see an art mural there.  
23 You can give them a time period within which  
24 to put it up. But as far as what it looks  
25 like, I think you have to leave that up to

1           them because that is --

2           CHAIRMAN HARDEN: Without a doubt. I  
3           think we're just tiptoeing around trying to  
4           figure out something that seems fair and  
5           makes the public realm happy. Do you have  
6           any other comments?

7           BOARD MEMBER SCHILLING: The only other  
8           comment that popped in my mind is that we're  
9           also assuming that that building, if they're  
10          going to do a mural, that existing building  
11          there is going to stay there so that you can  
12          continue to see the mural, which it may not  
13          stay there much longer.

14          So, honestly, I'm happy just to see it  
15          painted a color that blends in with the  
16          downtown area and allow something to happen  
17          when it wants to happen if the building next  
18          door isn't torn down. I don't know that I  
19          feel like a mural has to be required, but I  
20          would like to see something other than it  
21          painted black.

22          CHAIRMAN HARDEN: Sure.

23          MR. TREVATHAN: I agree completely that  
24          painting it some complimentary color to the  
25          neighborhood and the rest of the structure,

1           yeah.

2           CHAIRMAN HARDEN:   Would anybody have a  
3           problem if we left it to encourage them to  
4           build a mural instead of requiring it at  
5           this point?

6           BOARD MEMBER DURDEN:   Mr. Chairman.

7           CHAIRMAN HARDEN:   Please.

8           BOARD MEMBER DURDEN:   I have a  
9           suggestion.   You know, I think that the idea  
10          of the concept is the firewall facade, there  
11          is something about the firewall facade right  
12          now, it's black, we don't like that.

13          Maybe a condition that could be added  
14          would be very simple:   Two years, come back  
15          to us with some kind of idea about a mural.  
16          I also heard the architect say he might want  
17          to add some articulation there.   You know,  
18          come back to us within two years with some  
19          suggestions.   And, in the meantime, don't  
20          paint it black.

21          You know, I mean, I think that would be  
22          very fair, that gives you guys flexibility  
23          about how you might like to address it.

24          We did not raise this issue.   So we  
25          understand that you're not 100 percent

1 prepared to know what might -- what you guys  
2 might want to do with that. So I think a  
3 condition like that would be something for  
4 them to have plenty of time to work on and  
5 come back and tell us. And maybe in two  
6 years we'll know what's going to happen to  
7 the adjacent building also.

8 CHAIRMAN HARDEN: I don't personally see  
9 any reason why they need to bring it back to  
10 us. I think that's completely subjective  
11 for them to decide. I don't think that we  
12 need to see an approval of whatever you  
13 decide to do it. Not black, we've decided  
14 that.

15 BOARD MEMBER DURDEN: That's fine if  
16 they don't want to come back here. At least  
17 bring it back to staff and let staff take a  
18 look at it sometime in a two-year period.

19 MR. PAROLA: Mr. Chairman, if I could.

20 CHAIRMAN HARDEN: Please, Mr. Parola.

21 MR. PAROLA: I think this is -- I meant  
22 to do that.

23 I think people are going to like this  
24 canvas. And when we're done with this, and  
25 when we've moved a little further along, and

1 we go through their 10-set, we'll start  
2 introducing them to the public. We'll get  
3 them to the Cultural Council. We will help  
4 them find someone who wants to do something  
5 with that canvas. So I don't know that it  
6 needs to come back anywhere. We don't bring  
7 art to you for a very specific reason.  
8 So --

9 CHAIRMAN HARDEN: We would be here for  
10 days, frankly.

11 MR. PAROLA: Probably. So if we could  
12 just -- Staff will commit that we will help  
13 them find a solution. It won't be painted  
14 black and we'll get that canvas exposed  
15 somehow.

16 CHAIRMAN HARDEN: So I think we've all  
17 agreed it will be a different color.

18 MR. TREVATHAN: May we do the same thing  
19 with the landscape and the markings? Those  
20 were the only other two conditions that were  
21 discussed --

22 CHAIRMAN HARDEN: Yes. So right now I  
23 have --

24 (Inaudible crosstalk.)

25 MR. TREVATHAN: -- working with Staff.

1           CHAIRMAN HARDEN: Right now -- and I was  
2 going to go through this -- we have the  
3 staff recommendations, which we can go back  
4 through. And I think the -- you understand  
5 all of the staff recommendations are in  
6 agreement with that.

7           Additionally, we talked about the  
8 landscape architecture plan, as well as the  
9 driveway entrance plan, having an  
10 opportunity for final review and approval by  
11 Mr. Loretta with Staff, and then having the  
12 mural of a different color. And that can be  
13 agreed upon again with Staff on what that  
14 ends up being, what makes the most sense.

15           And then the retail trigger is the only  
16 other item that we had. I think you guys  
17 had some discussion on that. I don't know  
18 if we were intending to draft that language  
19 at this point.

20           MR. PAROLA: There wasn't a motion that  
21 I could hear for a retail trigger. I think  
22 we ended up focusing on the landscape plan,  
23 which, by the way, will be -- just so  
24 everybody knows, will be reviewed against  
25 what's here. It's not going to be like a

1 lawyer's terms de novo review of the  
2 landscape plan.

3 The pedestrian -- yeah, absolutely,  
4 Mr. Loretta. Obviously, the last and final  
5 say in that transition goes to Traffic  
6 Engineering, but you've dealt with 10-set  
7 enough. So I think between that we can --

8 BOARD MEMBER LORETTA: Yeah. I mean, I  
9 don't need to review that. I just am hoping  
10 that there is some way -- because sometimes,  
11 actually, a striping is not allowed. I'm  
12 not the engineer; my staff is the engineer.  
13 It always confuses me where striping is  
14 sometimes allowed, but then special pavement  
15 is allowed and isn't.

16 MR. PAROLA: They will have to  
17 transition for ADA.

18 BOARD MEMBER LORETTA: It would be nice  
19 to have those 40-foot-wide asphalt have a  
20 little bit of color modification so that way  
21 we can say, Hey, this is where this  
22 pedestrian is supposed to have been.

23 BOARD MEMBER ALLEN: Mr. Harden.

24 CHAIRMAN HARDEN: Please.

25 BOARD MEMBER ALLEN: I'm starting to get



1           confused with this whole landscape and  
2           coming back and all of that. One of the  
3           reasons I'm supportive of this project right  
4           now is because I'm looking at a picture that  
5           looks very appealing. And if -- I think  
6           it's going to be very unfortunate to the  
7           public if this thing is actually built and  
8           it doesn't look like this picture.

9           The whole reason I'm able to get past  
10          this retail component is because we  
11          incorporated another park and it just looks  
12          nice with all of the landscaping. If it  
13          comes to fruition and it's a bunch of grass  
14          and some sidewalks, that's going to be very  
15          unfortunate.

16          MR. PAROLA: Through the Chair, if I  
17          could. I'm sorry if I wasn't clear. What  
18          is up there, what's in your packet, that is  
19          the lens and the only lens we look at the  
20          landscape plan. That and the condition that  
21          no palm trees, give us the shade trees.

22          BOARD MEMBER ALLEN: Thanks.

23          MR. COFFEY: I would also volunteer that  
24          we updated that plan and submitted it to  
25          DIA. So Staff does have the current plan,

1 the current construction plan.

2 BOARD MEMBER ALLEN: Thanks.

3 CHAIRMAN HARDEN: That's the only reason  
4 why we -- that came up by Mr. Loretta,  
5 because that came to the Board late. And  
6 so, you know, when you're looking at  
7 something, there is a lot of palm trees and  
8 we're talking about changing out palm trees,  
9 it has a pretty big impact on it, that was  
10 the reason why. I understand that.

11 And Ms. Durden -- so out of respect for  
12 Ms. Durden's comment that we came back to on  
13 the retail, how do we want to address that?

14 MR. TEAL: Mr. Chairman, I think as far  
15 as the Board can go is to require that they  
16 build a convertible retail space. I don't  
17 think you have the authority really, and I  
18 would caution you against, establishing what  
19 would trigger it. Because, in essence, what  
20 is going to happen is you will have one  
21 trigger for this garage, you will have a  
22 different trigger for that garage, different  
23 trigger for that garage. And unless and  
24 until there is an ordinance or a policy  
25 that's established for how that trigger gets

1 applied, project to project, then you're  
2 going to have impacts based upon this  
3 particular composition of this Board decided  
4 this trigger was for this garage.

5 So I think that the trigger component  
6 needs to be something that I think probably  
7 Staff, as well as the policymakers need to  
8 work on as far as when those kinds of things  
9 happen. I think your job is to make sure  
10 that this space is ready for that whenever  
11 that triggering mechanism gets established  
12 and tricked.

13 BOARD MEMBER ALLEN: Sorry. One more  
14 time, if I may. And I caution my colleagues  
15 on this triggering of retail. I think we  
16 either get behind this project without a  
17 retail component or we tell them, sorry, we  
18 want retail from day one. I can think of  
19 other projects, and it's not relevant to  
20 this discussion, but where we've required  
21 triggering for certain retail build-out.  
22 And I know that triggering has since come  
23 and gone, and there is still no retail  
24 there.

25 So I think if this Board is hung up on

1           there needing to be a retail component, then  
2           we need to tell them from day one there has  
3           to be retail.  But -- and I'm not suggesting  
4           that because I am past that now because of  
5           the park components and the fact that I  
6           think this is engaging to the public.  But I  
7           just would caution people on this whole  
8           triggering of future requirements.

9           CHAIRMAN HARDEN:  So I mean, I disagree  
10          with that.  But I don't -- for different  
11          reasons.  I mean, I have first-hand  
12          experience of retail that was required and  
13          it did put hardship on somebody for a period  
14          of time.  But, ultimately, it is designed  
15          because the downtown master plan is  
16          intended.  And the reason that we have the  
17          code that we follow here is to create  
18          continuous frontage along pedestrian  
19          corridors.

20          The letter of the law, the way that it  
21          reads, is, in transparency, the purpose of  
22          it is to encourage continuity of retail  
23          pedestrian and consumer service uses and to  
24          provide a pleasant, rich, and diverse  
25          experience for pedestrians by visually

1 connecting activities occurring within a  
2 structure to adjacent sidewalks.

3 And that's a very nice, technical way of  
4 accepting what they have here. I don't  
5 think that we're trying to force it. But  
6 all these projects have to live for a  
7 hundred years, you know, at least. So I  
8 think that we want to be sensitive and have  
9 that discussion, because I don't want every  
10 applicant that comes behind them to say,  
11 Well, they did it for this one so they'll do  
12 it for us. Because, otherwise, what's the  
13 point of the code?

14 And I think we make exceptions in  
15 situations that allow for it. But I don't  
16 want to be -- I don't want to remove that  
17 trigger just because it's a difficult  
18 situation to put them in now. So I feel  
19 like that's -- I feel strongly about that.  
20 And I think what they've done is  
21 appropriate, but I just don't want to lose  
22 out on the purpose of what we're talking  
23 about if that's okay.

24 Please.

25 BOARD MEMBER SCHILLING: Mr. Chairman, I

1           agree with you. And I think this applicant  
2           has done exactly what we've asked. They've  
3           created the opportunity for retail. And I'm  
4           very comfortable letting the market dictate  
5           if and when that is necessary and not  
6           placing a hard trigger date on it.

7           CHAIRMAN HARDEN: I think we're in  
8           agreement with that. Also for the legal  
9           situation that it would put us in. So I  
10          think at this point we're basically looking  
11          at --

12          BOARD MEMBER DURDEN: Mr. Chairman.

13          CHAIRMAN HARDEN: Yeah, please.

14          BOARD MEMBER DURDEN: I would like to  
15          comment on that.

16          CHAIRMAN HARDEN: Sure.

17          BOARD MEMBER DURDEN: It sounded like  
18          you were going to close it out.

19          I totally agree with both you and Bill  
20          in regards to what our code calls for. Our  
21          code calls for activated spaces along our  
22          street frontages, and it's really important.  
23          And, again, I congratulate you for making  
24          the changes to the physical structure.

25          What I heard Guy say at the very

1           beginning was that we're not going to force  
2           them to do this at the beginning.  Because  
3           we've seen what that looks like, and it's,  
4           quite frankly, depressing to walk down and  
5           see all the empty spaces.

6                    What I heard Guy say was he used the  
7           word a market analysis and that -- and that  
8           at some point we should build into this, I  
9           believe, a condition that says at some point  
10          they need to come back to us, and maybe it's  
11          multiple times, maybe it's like every four  
12          years or some period of time where they need  
13          to come back to us and show us or we need to  
14          direct Staff to do some kind of analysis to  
15          determine whether or not it's time to start  
16          to transition some of the Forest Street side  
17          or some of the Park Street side to actual  
18          retail.

19                   Because if we just leave it amorphous  
20          when the market dictates who is -- according  
21          to whom, you know, kind of thing.  So I  
22          think that there should be, and that's what  
23          I was hoping to hear, it sounded to me like  
24          the Staff has talked about this, that maybe  
25          there is a suggestion of -- for condition

1           that talks about when a market analysis  
2           might be appropriate, you know, at some  
3           point in the future.

4           On a -- and maybe even if it's not at  
5           the first four years, it's not ready yet,  
6           then maybe it goes on. We do it again in  
7           four years after that. But it seems like  
8           there should be something other than just  
9           simply saying, you know, when the market  
10          dictates, because that doesn't say anything  
11          really.

12          CHAIRMAN HARDEN: I don't think that we  
13          are proposing a motion that would have that  
14          language in it at all. I think that we've  
15          left that particular item --

16          BOARD MEMBER DURDEN: Well, we need to  
17          have some kind of -- it needs to have  
18          something in it about when, or to tell  
19          them -- quite frankly, to tell Florida Blue,  
20          Hey, in four years or whenever, come back  
21          and tell us is this area ready. Because the  
22          City will not have an ability -- without a  
23          condition like that, the City will not have  
24          an ability to tell Florida Blue, It's time  
25          to transition that to retail.



1 MR. PAROLA: If I can. I'm sorry.

2 CHAIRMAN HARDEN: Please.

3 MR. PAROLA: And, Mr. Chairman, you and  
4 I spoke briefly about this earlier. I think  
5 a good way to avoid creating vacant  
6 speculative retail is we check CoStar, we  
7 check the market. When retail occupancy in  
8 this area, which is 90 percent that Blue  
9 Cross and Blue Shield, Inc., will market the  
10 garage retail space however they choose to  
11 actively market and will permit us as  
12 Downtown Investment Authority, right, so  
13 wanting to bring jobs and residential to  
14 identify the garage's potential retail  
15 space. So at 90 percent, we'll start our  
16 canvassing of available tenants and they'll  
17 market the space.

18 And the market will come in and say,  
19 yes, this is desirable, and they'll make a  
20 business decision to lease that space. But  
21 this way, we have a trigger, but we're not  
22 causing to lose valuable parking spaces for  
23 a vacant box.

24 BOARD MEMBER DURDEN: I really like that  
25 idea, just for relative, you know, kind of

1 sense of -- what is the current retail  
2 occupancy? I mean, is it 50 percent? Just  
3 an idea.

4 MR. TREVATHAN: I've done a little bit  
5 of research on this. And that submarket is  
6 referred to as the Northbank, as part of the  
7 Northbank, and we're already at 92 percent  
8 right now. So I would propose that we be at  
9 a higher vacancy rate, because we're there  
10 and we know that there is available retail  
11 in that adjacent area that just can't be  
12 sustained at this time.

13 Let me just go ahead and state from --  
14 since I have the mic here. A couple things:  
15 We heard you loud and clear last month that  
16 we needed to deliver authentic convertible  
17 retail opportunities. We did that a number  
18 of ways. One, well in excess of what is  
19 required for retail on two streets. We  
20 ensured that knee walls and other parts of  
21 the structure would not be load-bearing or  
22 take a great deal of time and money to  
23 remove to create that storefront. We made  
24 sure that the depth of that space was  
25 adequate for a broad range of food and

1 beverage retail and other similar uses.

2 And just over the last couple of weeks,  
3 I was approached by our engineers. And they  
4 suggested material expense that perhaps to  
5 further reinforce the authentic prospect,  
6 that we increase the vertical height within  
7 there. And I approved that. And we're  
8 delivering that.

9 I ask you to think about the fact that  
10 us making this available for public use is  
11 going to increase our liability. It's going  
12 to increase our insurance cost. It's going  
13 to increase our safety, our security patrols  
14 to virtually 24 hours a day, 365 days a  
15 year. It's going to increase our common  
16 area maintenance.

17 And so I would be looking at any  
18 opportunity I could to offset some of those  
19 operating expenses of that facility. I  
20 think it's really critical that we be given  
21 the right amount of time to study the demand  
22 during the day for that parking as well by  
23 our staff.

24 I can tell you right now. I think we  
25 amply supplied and that there is a great

1 opportunity to do it. But, again, it goes  
2 back to surplus, speculative investment.  
3 And we see the effects of that in the area  
4 right now, but we have every incentive to  
5 partner with -- to entertain plans for  
6 development.

7 In fact, since the last meeting, I have  
8 received a number of calls, fielded every  
9 one, and had a face-to-face meeting with  
10 developers who have ideas about that space.  
11 But, again, we just need to make sure that  
12 we can do it and that there is a market to  
13 sustain it.

14 MR. DAVISSON: Mr. Harden.

15 CHAIRMAN HARDEN: Mr. Davisson.

16 MR. DAVISSON: When the applicant came  
17 at conceptual design, we gave them the  
18 marching orders to give authentic use to  
19 retail -- for future retail. And they've  
20 done that. They changed the ramping system.  
21 They changed the streets. They changed the  
22 height of the building at their cost. We  
23 didn't require that there is any trigger,  
24 when it's going to happen, when they went  
25 through that exercise.

1           And I don't think we can make policy  
2           today about how the market is going to  
3           trigger a garage on this one garage. As Mr.  
4           Teal said, that's a policy decision. That's  
5           a conversation for another day at another  
6           meeting that we can apply to all garages  
7           downtown.

8           BOARD MEMBER ALLEN: But is authentic  
9           retail something that doesn't have someone's  
10          feet to the fire?

11          CHAIRMAN HARDEN: I'm just going to stop  
12          for one second --

13          MR. DAVISSON: I think -- at least my  
14          comment, and it would probably be in the  
15          meeting minutes -- authentic retail is  
16          something that's beyond the depth of 18  
17          feet. It's 60 feet. There are certain  
18          Florida floor heights that are accommodated.  
19          They structurally do not have to do any  
20          gymnastics to shell out retail in the  
21          future. I don't think that's what we asked  
22          the applicant at the time.

23          CHAIRMAN HARDEN: I think we can  
24          probably end the conversation, because if we  
25          took a motion to the floor right now, I

1 think I have a good sense of where the rest  
2 of the Board feels on this. I made the  
3 point simply because I want it to be stated  
4 for the record how we're approaching it.  
5 You know, we've asked them to do something,  
6 they have done it. It exists for a reason.  
7 There are reasons for deviations.

8 I appreciate Ms. Durden's point. I  
9 think those are -- the applicant's feedback  
10 they give us -- they provided us is all, you  
11 know, very -- speaking from experience, I  
12 think eventually if 25,000 square feet of  
13 retail, \$30 a square foot, you'd have no  
14 problem taking another \$750,000 a year of  
15 income on the property. So I think what  
16 they've done is good. I just wanted to make  
17 that point earlier in terms of how we're  
18 dealing with things in the future.

19 So with that being said, does anybody  
20 want to bring a motion to the floor? And  
21 I'm happy to clarify where we're standing  
22 with that. That's basically that we're  
23 approving final -- or providing final  
24 approval with the staff recommendations, and  
25 also that the color will be changed from the

1 current shade to a more appropriate shade  
2 that might present an opportunity for a  
3 mural in the future.

4 BOARD MEMBER LORETTA: Are we also  
5 including the pedestrian crosswalk  
6 consideration and the review --

7 CHAIRMAN HARDEN: So add to that the  
8 review of the pedestrian crosswalk, and the  
9 landscape architecture plan with  
10 Mr. Loretta.

11 BOARD MEMBER LORETTA: I'll make a  
12 motion for approval with those conditions.

13 CHAIRMAN HARDEN: Any discussion on  
14 that?

15 BOARD MEMBER SCHILLING: I'll second.

16 CHAIRMAN HARDEN: Any discussion?

17 All right. All in favor, say aye.

18 COLLECTIVELY: Aye.

19 CHAIRMAN HARDEN: Any opposed? Seeing  
20 as there is none, motion carries  
21 unanimously.

22 Thank you very much for all your work.

23 All right. Next item. As I mentioned,  
24 DDRB 2019-015 is being deferred. So we move  
25 on to DDRB 2019-016, that is conceptual

1 approval for the Independent Life Building.

2 MS. RADCLIFFE-MEYERS: Thank you,  
3 Chairman Harden. My name is Lori  
4 Radcliffe-Meyers with DIA. And I'll be  
5 presenting the Independent Life Building  
6 located at 233 Duval Street.

7 This is just an overview of the  
8 location. So the building is located within  
9 the Central Core Overlay District, .78  
10 acres, it is zoned CCBD and the land use is  
11 CBD.

12 So the location of the building is on  
13 Duval, Duval Street, and Church Street. And  
14 to the east is the Sweet Pete's Candy and  
15 then Julia Street to the west.

16 So the project is proposing the adaptive  
17 reuse of the Independent Life Building. The  
18 proposing includes 140 apartments,  
19 commercial space, grocery, and a restaurant  
20 space, and 41 onsite parking spaces.

21 Based on the forgoing, the Downtown  
22 Development Review Board Staff supports  
23 conceptual approval of DDRB Application  
24 2019-16 with the following recommendations:  
25 At final review the developer shall provide



1           enough detail so as to illustrate that urban  
2           open space meets the definition of such in  
3           the ordinance code. And meets the various  
4           requirements and design amenity features for  
5           urban open space.

6           At final review the developer shall  
7           provide enough detail so as to illustrate  
8           that the pedestrian zone meets the  
9           definition of such in the ordinance code,  
10          and meets the various requirements and  
11          design amenity features for the pedestrian  
12          zone.

13          At final review, the developer shall  
14          provide enough detail so as to illustrate  
15          that screening and landscaping of service  
16          parking meets the definition of such in the  
17          ordinance code, and meets the square footage  
18          and depth required.

19          Street lights, benches and street  
20          furnishings shall be placed in the amenity  
21          area. And, again, street furnishings shall  
22          be in accordance with the Downtown  
23          Streetscape Design Guidelines.

24          This concludes the staff report. And  
25          I'm available for questions.

1 CHAIRMAN HARDEN: All right. Thank you.

2 To people representing the applicant,

3 just state your name, address, please.

4 MR. HURST: Hello. My name is Tom  
5 Hurst. I'm a principal with Dasher Hurst  
6 Architects. We're the project architect.

7 MR. SKILES: And I'm Doug Skiles, and  
8 I'll be the civil engineer. And my address  
9 is 4446-1A Hendricks Avenue.

10 MR. HURST: Thank you. We're very  
11 excited to be part of the process of  
12 adaptively reusing this building. I think  
13 most of the architects in town will  
14 recognize this is one of the most  
15 significant mid-century structures in town.  
16 It's unfortunately in a bad state of  
17 disrepair at this point, having been empty  
18 for the last 20 years.

19 Some of you may recognize this building  
20 as the JEA building because it was the JEA  
21 headquarters in the '90s. But it was  
22 originally built by the Independent Life  
23 Insurance Company in 1955.

24 It is being renovated using historic tax  
25 credits. It probably doesn't get the love

1 from the historic community here the way  
2 maybe some other landmarks like the Laura  
3 Street Trio do. But as I said, I consider  
4 it among the strongest pieces of mid-century  
5 architecture maybe with the Gulf Life Tower  
6 here in the city.

7 The plan is, as Lori said, is to  
8 introduce 140 apartment units along with  
9 reactivation of the ground floor retail  
10 space. Our client is marketing the space to  
11 grocery tenants, which I think would be an  
12 amazing street-level activation in this  
13 neighborhood. It does have storefronts that  
14 we rent -- restored and renovated along  
15 Duval Street, Church Street and Julia  
16 Street. There is about 10,000 square feet  
17 on the ground level, and there is additional  
18 rentable space for the tenant in the  
19 basement as well.

20 The building is structured with a podium  
21 level on levels two, three, and four giving  
22 really a great scale to the streetscape.  
23 Those are larger footprints on those levels.  
24 And then it transitions to the tower levels  
25 from levels 5 up through 16.

1           And then, actually, it transitions to --  
2           at the very top of the building, some of you  
3           may have been up to what they call the Sky  
4           Lounge, what you see on the screen there are  
5           a couple historic images of the building  
6           under construction and the building  
7           completed in the late '50s. And then the  
8           image on the right was actually a marketing  
9           image from the Independent Life Company, a  
10          rendering done from the top of that skyline  
11          space, a true kind of madman type space.

12          So the plan is to restore the top of  
13          that building as well and create a lounge  
14          amenity, potentially restaurant. I think  
15          the exact use of that space is still being  
16          flushed out with what's serviceable, what's  
17          practical. But it's about a  
18          2,000-square-foot amenity space at the very  
19          top of the building.

20          Some of the surrounding context, most of  
21          you know these buildings are really great  
22          examples of really nice architecture in the  
23          neighborhood, the Federal Courthouse, the  
24          Ambassador Hotel, Sweet Pete's, Federal  
25          Reserve Building, the Klutho Florida Baptist

1 Building, all in the surrounding block. So  
2 it's a pretty significant part of the  
3 Historic Core.

4 From the DDRB standpoint, we are -- this  
5 is a historic adaptive reuse. We're not  
6 proposing to do radical things to the  
7 building. As a matter of fact, because  
8 we're using historic tax credits, we're  
9 going to be limited on what we can do.  
10 There will be some restoration of the window  
11 system, re-glazing the building, possibly  
12 some new storefronts inserted in strategic  
13 places that would be acceptable to the  
14 historic reviewers. But for the most part,  
15 our goal is to restore it and renovate it  
16 and bring it back to its former glory.

17 The streetscape, I'll let Doug talk  
18 about, but we're basically following the  
19 guidelines of the downtown Urban Core  
20 standard. When we met with Staff, the  
21 discussion was, Let's look at the block that  
22 it sits on and follow the precedent of  
23 what's been there. You can see in the upper  
24 left images -- I'm sorry. In the upper left  
25 there are some images around the Federal

1 Reserve Building, that's one of the few  
2 areas where the streetscape has actually  
3 been renovated in the last couple decades.  
4 Everything else is older than that, from the  
5 '60s or '70s, and it's in really bad shape.  
6 Our plan is to rework all of the streetscape  
7 around our project.

8 You want to say a few words?

9 MR. SKILES: Sure. Again, we don't have  
10 any details yet. But we'll comply with the  
11 downtown code. And then we'll work with  
12 Staff to come up with the right streetscape  
13 pattern. Provide the trees, the right  
14 shape, tree requirement, I know that's a --  
15 I sat in on the last presentation. I know  
16 that's an important issue.

17 There are two existing canopies on this  
18 building that we will have to work around.  
19 So we may have to tweak a few things when it  
20 comes to where the trees can go. We've  
21 measured the widths of the sidewalk and we  
22 have enough room for the amenity zone and  
23 the pedestrian zone. And we will provide  
24 the details for the urban open space area as  
25 well.

1           MR. HURST: Doug mentioned the canopies.  
2           There's some existing historically  
3           significant canopies on both Julia Street  
4           here and over the main entrance on Duval  
5           Street here. They're very nice stainless  
6           steel mid-century kind of significant  
7           features of the building.

8           MR. SKILES: And the parking lot will be  
9           screened. I forgot to mention that.

10          MR. HURST: Yeah, we're proposing, I  
11          think it was mentioned 41. We're somewhere  
12          in the range of 43, 44 surface parking  
13          spaces on -- in the existing surface lot  
14          that's currently used for parking from the  
15          fire department. There is an existing  
16          loading dock area as well, which we're  
17          planning to retain. Because they're  
18          marketing the space to grocers, we do intend  
19          that to be a loading dock which would be  
20          fully functional.

21          We've included some -- I guess these are  
22          work in progress of the upper levels and  
23          showing the breakdown of apartment units on  
24          some of the upper levels, but this is very  
25          much in progress. It's just for reference.

1           As I mentioned the lower floors have a  
2 much larger footprint. This happens to be  
3 the fourth floor plan. And the upper floor  
4 is what we call the tower. It has fewer  
5 units.

6           These are the existing elevations of the  
7 building. As I mentioned earlier, it is  
8 really a great example of mid-century  
9 architecture. There is a combination of  
10 limestone, glazed brick, and glass curtain  
11 wall system. Which is a combination of  
12 aluminum and stainless steel on the  
13 building.

14           There is some significant signage  
15 elements, like this one here, the big L at  
16 the top of the building, is a stainless  
17 steel sign. Originally it had neon lighting  
18 going up, and there was a very large  
19 Independent Life sign on it. You might have  
20 seen it in the historic photo. We're  
21 testing ideas of reintroducing some sort of  
22 an homage to that historic sign with some  
23 new branding. It's not prepared to share  
24 that at this point, but we're working on  
25 that.



1           But as I mentioned, there is large  
2           expanses of this whole wall facing Sweet  
3           Pete's here is limestone. I know there is a  
4           negative reaction to blank space oftentimes,  
5           but when you see the texture of these  
6           buildings and the fact that it's beautiful  
7           Indiana limestone, I personally see it as a  
8           positive. And then it's overlaid with glaze  
9           brick in strategic areas as well and the  
10          spandrels between the glass are glazed brick  
11          as well. The ground floor is largely black  
12          granite.

13           And it's all -- the building is in  
14          remarkably good condition considering it's  
15          been empty for 20 years. It's really a  
16          testament to the construction and design  
17          originally. There are very few cracks.  
18          There is almost no structural issues with  
19          the building whatsoever. So it's really a  
20          great candidate for restoration.

21           And then these are just some isometric  
22          views of the building as we develop the  
23          model for it, for reference.

24           I think that's all I have. And I'm open  
25          to questions.

1           CHAIRMAN HARDEN: Do we have any public  
2 comment on this item?

3           All right. We'll start with  
4 Mr. Davisson.

5           MR. DAVISSON: So it's just a -- it's a  
6 restoration pretty much, even the curtain  
7 wall, or the window system?

8           MR. HURST: It's an adaptive reuse,  
9 obviously, because we're changing these from  
10 office space to residential. We have to  
11 touch the building with kind of a delicate  
12 touch because it does have a facade easement  
13 on it, and we're renovating it using  
14 historic tax credit. So all the  
15 requirements of the secretary of the  
16 interior standards for historic preservation  
17 are going to apply to this.

18           As far as the glass is concerned, the  
19 intention is to leave all the framing in  
20 place, clean it up, polish it and then  
21 replace the glass itself, because you  
22 probably know the glass is --

23           BOARD MEMBER DAVISSON: Single-pane.

24           MR. HURST: It's all single-pane glass.  
25 There is five or six different types of

1 glass. Some of it is broken. It's in  
2 pretty bad disrepair. So the plan would be  
3 to re-glaze the actual storefront.

4 MR. DAVISSON: It's one of my favorite  
5 buildings in Jacksonville.

6 MR. HURST: Me too.

7 MR. DAVISSON: Good luck. Thank you.

8 CHAIRMAN HARDEN: Ms. Durden.

9 BOARD MEMBER DURDEN: Thank you. I  
10 think it's great that you guys are going in  
11 that building or the owner is going into  
12 that building and restoring it, using the  
13 tax credits. I think that's excellent.

14 I would -- you know, it's -- I think  
15 that with the recommendations of the Staff  
16 that are in the report, you know, that is  
17 where our concerns are, you know, that whole  
18 pedestrian issue. And I like the fact that  
19 you're talking about the first floor being  
20 retail and making it so it's open again to  
21 the public like that.

22 So congratulations and I look forward to  
23 seeing the -- seeing you back for final.

24 MR. HURST: Great.

25 BOARD MEMBER LORETTA: Congratulations,

1 Tom. Another exciting building here,  
2 renovation that you get to work on in  
3 downtown. That's pretty cool for you.

4 So I was out when the recommendations  
5 came through. But I'm guessing my  
6 recommendations are somewhat similar. I  
7 feel like you guys are showing the older  
8 streetscape standards, not the current ones  
9 in your site plan. Albeit not that they're  
10 that drastically different, but they are a  
11 little bit different.

12 So it would be good to incorporate --  
13 you know, I'd almost rather see the four  
14 feet of special pavement and then the back  
15 portion be concrete than kind of the older  
16 standards that have brick wrapping around in  
17 frames and stuff like that. And then having  
18 the light poles and stuff like that within  
19 that four-foot section. To me, that's the  
20 way the current code is supposed to be  
21 reading.

22 My only true request would be that we  
23 get rid of the landscape island in the  
24 middle of the parking lot and beef up the  
25 landscaping on the edges. Because initially

1 I was going to ask you to remove a space,  
2 but quite frankly, since we're in downtown,  
3 I think we're less than 50 spaces, we don't  
4 need internal landscaping.

5 I would just like -- because really that  
6 parking should be almost screened by a  
7 screen wall, but I don't know that it's  
8 completely necessary, because sometimes the  
9 screen wall almost makes it difficult for a  
10 car to see a pedestrian. But at the same  
11 time, if you can take those -- that  
12 landscape island in the middle and just get  
13 an extra four to five feet on the landscape  
14 islands on the edge, then that will provide  
15 a little bit better of a buffer to the  
16 parking lot. That's my request.

17 MR. HURST: We can do that.

18 CHAIRMAN HARDEN: Mr. Allen.

19 BOARD MEMBER ALLEN: Very cool project.  
20 Glad to be a part of it and see y'all do it.

21 CHAIRMAN HARDEN: All right. Mr. Lee.

22 BOARD MEMBER LEE: Yeah. Can't wait for  
23 this to happen. No comments.

24 CHAIRMAN HARDEN: Mr. Schilling.

25 BOARD MEMBER SCHILLING: I think it

1 looks great as well. I know there is not a  
2 requirement for it, but I'm just curious to  
3 ask if there are any additional plans for  
4 parking? I think you said you're under 50  
5 spaces onsite.

6 MR. HURST: Right. Of course, the  
7 downtown regulations don't require any  
8 because we're going into a historic  
9 building; however, this is the same -- our  
10 client is the same client that owns the  
11 property across the street, the Ambassador  
12 Hotel and that entire block. While we're  
13 not involved in that project, I know he has  
14 plans to master park kind of the entire  
15 development and provide some parking for  
16 that that may supplement this as well. But  
17 those plans are still in the nebulous stage,  
18 not the Ambassador, but the rest of the  
19 block.

20 BOARD MEMBER SCHILLING: I just asked  
21 the question because I was curious. I  
22 recognize you are meeting the requirement.  
23 But it looks like a great project. Thank  
24 you very much. I don't have any other  
25 comment.

1           CHAIRMAN HARDEN: I have no other  
2           comments either. I think it's a terrific  
3           project and it will be very beneficial to  
4           have some more residential a little bit  
5           closer to the Urban Core and not so much  
6           based on the riverfront.

7           So great. I think that being said, be  
8           seeking a motion to approve conceptual.

9           BOARD MEMBER ALLEN: So moved.

10          BOARD MEMBER DURDEN: Second.

11          CHAIRMAN HARDEN: So motion by  
12          Mr. Allen, seconded by Ms. Durden. Any  
13          discussion?

14          All in favor, say aye.

15          COLLECTIVELY: Aye.

16          CHAIRMAN HARDEN: Any opposed? Motion  
17          carries unanimously. Thank you.

18          MR. HURST: Thank you for your time.

19          CHAIRMAN HARDEN: Okay. Next we have  
20          DDRБ 2019-017, this is the One Enterprise  
21          Special Sign Exception.

22          Turn it over to Ms. Radcliffe-Meyers.

23          MS. RADCLIFFE-MEYERS: Thank you,  
24          Chairman Harden.

25          MR. FORBES: Mr. Chairman, Members of

1 the Board, my name is Chad Forbes --

2 MS. RADCLIFFE-MEYERS: I'm sorry.

3 MR. FORBES: Sorry. Jumping the game.

4 MS. RADCLIFFE-MEYERS: Not a problem.

5 So this is the One Enterprise Center  
6 Sign Exception located at 225 Water Street.  
7 So DDRB Application 2019-17 is seeking a  
8 special sign exception approval for two  
9 monument-style directory signs. Again, this  
10 is where the project is located. They're  
11 located in the Central Core Overlay  
12 District. The sight is 1.1 acres.

13 Again, to the west of the site is the  
14 Omni Hotel. To the south and east Water  
15 Street and Hogan Street respectively. And  
16 to the north is a large surface parking lot.  
17 You can see on the vicinity map.

18 And then this is what they're proposing.  
19 So the two monument-style directories are 3  
20 feet high by 16 feet in length, totaling 48  
21 square feet each. The signs utilize  
22 stainless steel lettering and a vibrant red,  
23 which tie into the coloring of the existing  
24 sculpture. Both signs will be externally  
25 illuminated with LED wall washers to match



1 the existing lighting utilized for the  
2 sculpture. Each fixture will produce 2100  
3 lumens with two to three fixtures proposed  
4 per sign. The sign materials represent high  
5 quality, durable materials appropriate to an  
6 urban setting.

7 Based on the forgoing, the Downtown  
8 Development Review Board Staff recommends  
9 approval of DDRB Application 2019-17 for  
10 special sign exception to the Downtown  
11 Overlay District to allow for two  
12 monument-style directory signs as identified  
13 in the attached signage application request  
14 for approval.

15 That concludes the staff report.

16 CHAIRMAN HARDEN: Thank you.

17 Let you guys go ahead.

18 MR. FORBES: Mr. Chairman, Members of  
19 the Board, my name is Chad Forbes with Brown  
20 Enterprises, address is 8841 Corporate  
21 Square Court, in Jacksonville.

22 MR. SHELTON: Larry Shelton. I  
23 represent the owner at 225 -- One Enterprise  
24 Center, but it's 225 Water Street.

25 MR. FORBES: Go through the images.

1 This is a composite of the two monument  
2 signs. They will be in the first tier of  
3 what used to be a fountain that has been  
4 converted to a rose garden. And it used to  
5 have two monument signs. And they were  
6 changed out when the sculpture went in.  
7 Somebody in the building had commissioned  
8 the sculpture. So we're going to try to  
9 match the colors of that and the building.

10 It's in the Central Civic Core there in  
11 downtown.

12 And as you see in some of the  
13 surrounding ground signs, monument signs,  
14 there are other multi-tenant signs. And  
15 typically they use standard fonts for their  
16 other tenants. And this is showing where it  
17 will be. It's going to be at the -- both  
18 corners where the top tier, so it will line  
19 up with the top tier, it will not pass over  
20 the top tier of the garden so you can still  
21 see the sculpture. On this picture it shows  
22 the previous signs that were there that were  
23 taken down at the time, and where it was a  
24 fountain.

25 And then this is just showing from the

1 different locations, from the corner across  
2 at The Landing, a close-up of the sculpture  
3 with the planters existing, and then a view  
4 from Water Street and a view from Hogan  
5 Street. And then this is showing the  
6 structures that we're going to build.  
7 They're going to be 3 feet high by 16 feet  
8 wide. And as you see the -- all the tenants  
9 are in a standard font. And the only  
10 variation would be the condensing, like on  
11 the International Decor Outlet, because it's  
12 obviously got a longer name. And the  
13 letters for the address are going to be  
14 stainless steel to match the sculpture and  
15 the red is going to compliment the  
16 sculpture, as well as the same red.

17 And this is just a night shot showing  
18 what it would look like at night with the  
19 existing lighting around there. And this is  
20 the last image if anybody has any questions.

21 CHAIRMAN HARDEN: All right. Well,  
22 let's quickly move around the Board. Start  
23 with Mr. Schilling.

24 BOARD MEMBER SCHILLING: No questions or  
25 comments.

1 BOARD MEMBER LEE: What's the sign made  
2 out of?

3 MR. FORBES: It's going to be aluminum  
4 skin and frame. And it's going to be  
5 fabricated aluminum. And then the sign  
6 portion for the tenants, it's also going to  
7 be aluminum. And then the lens behind it is  
8 going to be a polycarbonate. And then the  
9 letters are going to be vinyl so we can  
10 change them out easily. And the  
11 polycarbonate is going to be back painted to  
12 emulate glass.

13 BOARD MEMBER LEE: But not backlit.

14 MR. FORBES: But not backlit. There is  
15 no internal lighting whatsoever.

16 BOARD MEMBER LEE: The red is aluminum  
17 painted?

18 MR. FORBES: The red is aluminum painted  
19 skin.

20 BOARD MEMBER LEE: No other questions.

21 CHAIRMAN HARDEN: Mr. Allen.

22 BOARD MEMBER ALLEN: No questions or  
23 comments.

24 BOARD MEMBER LORETTA: I'm good. Thank  
25 you.

1 BOARD MEMBER DURDEN: They look good to  
2 me.

3 MR. DAVISSON: I'm good.

4 CHAIRMAN HARDEN: Great. I have no  
5 comments.

6 Do we want a motion to approve?

7 BOARD MEMBER SCHILLING: Move to  
8 approve.

9 CHAIRMAN HARDEN: All right. Motion by  
10 Mr. Schilling.

11 BOARD MEMBER DURDEN: Second.

12 BOARD MEMBER LORETTA: Second.

13 CHAIRMAN HARDEN: It's a tie. Second  
14 by?

15 BOARD MEMBER DURDEN: Joe.

16 CHAIRMAN HARDEN: Mr. Loretta. All in  
17 favor, say aye.

18 COLLECTIVELY: Aye.

19 CHAIRMAN HARDEN: Any opposed? Motion  
20 carries.

21 Thank you.

22 MR. FORBES: Thank you very much.

23 MR. SHELTON: May all your presentations  
24 go so quickly as this one. That would be  
25 great.

1           MR. DAVISSON: The signage ones usually  
2 do.

3           BOARD MEMBER LORETTA: Except when  
4 they're bad. That historic site took a  
5 couple weeks.

6           MR. DAVISSON: I was being facetious.

7           CHAIRMAN HARDEN: All right. Well,  
8 concludes all of our action items today. We  
9 have one presentation on an item called  
10 Southbank Crossing, if the applicant wants  
11 to step up.

12           We have a -- I don't want to call it a  
13 staff report, but just to give some context  
14 because Staff has spoken with, not  
15 necessarily the applicant, but future  
16 potential applicant, provide a little bit of  
17 background and context to the project.

18           MS. RADCLIFFE-MEYERS: Thank you,  
19 Chairman Harden.

20           Yes. We met with the applicant, and  
21 what they're proposing for the project is  
22 there is -- do we have a location? What  
23 they're proposing -- existing right now,  
24 there are three buildings on the site. And  
25 what they're proposing is to remove one of

1 the buildings.

2 MS. TRIMMER: Fourth from the bottom.

3 MS. RADCLIFFE-MEYERS: And per the  
4 ordinance we typically -- and with the  
5 removal of the building, then they're  
6 proposing to add additional surface parking.  
7 And per the ordinance we do not allow for  
8 removal of buildings to add additional  
9 surface parking. So we thought that they  
10 should come in and present their idea to you  
11 in a workshop format.

12 CHAIRMAN HARDEN: Okay. Presentation,  
13 Ms. Trimmer.

14 MS. TRIMMER: Cyndy Trimmer, on behalf  
15 of the applicant. I just want to start out  
16 by saying it's not that it's not allowed;  
17 it's discouraged. And we acknowledge that  
18 it's discouraged, but we think what we are  
19 offering is a great product and that we are  
20 offering solutions that will let us overcome  
21 the discouraging factor.

22 So this is the Reddi Arts site. We are  
23 located between Hendricks and Kings.  
24 Showing where we are now, I think everybody  
25 is probably pretty familiar with it. But

1 we've got a lot of frontage along Hendricks  
2 Avenue and a little bit along Kings.

3 Hendricks is not sightly. If you go  
4 along there now, we've got a pretty awful  
5 pinch point at the northern edge where the  
6 building juts out and there is not a great  
7 passthrough there. There is nothing that  
8 resembles edging, landscaping, a pedestrian  
9 experience.

10 What they do offer in terms of a  
11 frontage along Hendricks is basically a  
12 two-by-four, Hendricks, the one along there.  
13 It's a fence for all intents and purposes.  
14 It's literally a log on the ground. And  
15 nothing along Kings.

16 So we are proposing two standalone  
17 buildings, taking off the one along Kings.  
18 And I've got blowups that we'll bring on.  
19 But basically creating these two separate  
20 that are going to be standalone restaurants.  
21 And with that then enhance pedestrian  
22 experiences. Recognizing that we now have  
23 this downtown overlay and we're going to  
24 honor that. And really do the amenity zone  
25 and the pedestrian zone. And then do the



1           buffer between the parking areas and that  
2           pedestrian zone.

3           We're going to redo the building along  
4           Hendricks so that we're opening that area up  
5           and widening it so you really can pass  
6           through and have the proper zones along that  
7           side.

8           And then over on Kings, recognizing that  
9           we are adding surface parking and we  
10          understand that it's discouraged, but to  
11          compensate for that -- because we've gone  
12          back and forth with Staff and we have had  
13          dialogue and we've gone through multiple  
14          site plans. This is not a first stab at  
15          this. We have gone through -- gone and  
16          tried to be creative.

17          When we started out on Hendricks, we had  
18          perpendicular parking on Hendricks on both  
19          sides. We gave that up in favor of the  
20          parallel spaces so that we could have the  
21          enhanced pedestrian experience over there.  
22          Same thing over on Kings. We had a lot more  
23          parking when we started out. And we gave  
24          that up so we could create a pedestrian  
25          plaza on that side of the street. So that

1 we're making, aside from what just code  
2 requires, enhanced pedestrian experience  
3 that you're going to see through the  
4 additional slides.

5 So along Kings, instead of just the  
6 minimum that's required, we're going to  
7 create a plaza. And it's going to have  
8 elevated landscaping and streetscape, I  
9 should say, hardscaping, and additional  
10 opportunities that we are here because we  
11 want to have feedback for what you would  
12 like to see in that area that we're  
13 creating. And then again on Hendricks, if  
14 you focus -- I never remember how to turn  
15 the light on this thing.

16 MS. RADCLIFFE-MEYERS: Here, it's this  
17 one.

18 MS. TRIMMER: Thank you. You're going  
19 to see it more on the other buildings. But  
20 right here today what exists is two feet,  
21 maybe three feet, Doug. Where you can  
22 actually get through and with what we're  
23 doing on the building improvements, like I  
24 said, we're opening that up and along here  
25 is where we have the two-by-four laying on

1 the ground as your experience. And you're  
2 going to see what we're proposing to add to  
3 actually create that today.

4 Color to kind of show you. I'm going to  
5 move past these to get to the blowups  
6 because it shows it a lot better.

7 So this is going to be the pedestrian  
8 plaza that we're creating along Kings. You  
9 can see the different areas where we're  
10 going to offer. Here we'd love your  
11 feedback for what you would like to see in  
12 this with the additional pavers and space  
13 that we can activate there.

14 And then along Hendricks, with our  
15 additional open space, we're going to really  
16 work on focusing on creating the buffer  
17 between the existing parking area that  
18 exists and the pedestrian realm.

19 And then in terms of the buildings  
20 themselves, today when you walk by, there is  
21 absolutely no buffer experience. It's  
22 concrete and that piece of wood on the  
23 ground. And then, to their credit, they  
24 worked on putting the murals on the  
25 buildings, and they're lovely for what they

1 are.

2 But we're going to improve the facades  
3 of the building, really increase  
4 transparency, make them beautiful, really  
5 improve the landscaping. But we're going to  
6 strip it away so you can see the  
7 improvements that we're also proposing for  
8 the buildings themselves.

9 This is the north elevation where we're  
10 going to do activated outdoor seating. So  
11 we're going to improve the seat there as  
12 well. There is going to be this green wall,  
13 but taking that away so you can see the  
14 activated outdoor space that we're going to  
15 add to that area.

16 This is your view from the Kings side  
17 where you can kind of get the aerial of that  
18 plaza we're going to create and buffering  
19 that's going to exist, the knee wall with  
20 the fence.

21 Along Hendricks then you can see where  
22 we're creating an actual experience, again,  
23 with the outdoor seating, pulling the  
24 building back so that we can have the  
25 amenity zone, the pedestrian zone, and then

1 a transparent frontage now, which does not  
2 exist today.

3 Scrolling through those because I know  
4 you have all seen them.

5 This really shows how we're improving  
6 the pinch point, which today is just a  
7 concrete wall that pulls out into the corner  
8 that everybody has to kind of squeeze  
9 through. And we're opening it up so much  
10 that we can create a pedestrian experience  
11 with additional seating areas with, again,  
12 it being a restaurant. So hopefully we have  
13 folks out there. We're going to activate  
14 the street frontage.

15 And instead of having these concrete  
16 frontage, again, we're going to have this  
17 transparency really trying to embrace what  
18 we have in the downtown overlay.

19 And then moving on the renderings. It  
20 really brings home what we're doing here.  
21 Showing this pedestrian experience and that  
22 we're really capturing everything that the  
23 Downtown Overlay wants to see at street  
24 level with the full public realm. We've got  
25 the entire amenity zone, we've got all of

1 the room for street trees with the full  
2 area, not asking for any deviations from the  
3 requirements for the linear footage at all.

4 And with the outdoor open space and  
5 getting folks out there with the outdoor  
6 seating and really livening that area.

7 And instead of just having our piece of  
8 wood on the ground, we're going to have full  
9 landscaping with the screening.

10 And then on our pedestrian plaza. And I  
11 believe that's the last one.

12 So I'm going to stop there because I'm  
13 sure that's where a lot of the comments are  
14 going to focus. And, again, we want the  
15 feedback. We want to hear what you want to  
16 see here and how we can improve these  
17 spaces.

18 CHAIRMAN HARDEN: Okay. I don't believe  
19 we have any speakers on this. So I'll just  
20 move around the board. I'll start with  
21 Mr. Davisson.

22 MS. TRIMMER: If I can, I apologize. I  
23 utterly failed to introduce who I have with  
24 me. I've got the group from Chase. I've  
25 got Mike Balanky. I've got Doug Skiles on

1 the end who is doing all the engineering on  
2 this. And then, because I know that there  
3 could be questions about what we're putting  
4 into the programming and why we need what we  
5 need here, we brought Katy Figg from  
6 Colliers so she could talk about the  
7 marketing on the property and what the  
8 demands are.

9 CHAIRMAN HARDEN: Thank you.

10 MR. DAVISSON: This is all new; correct?  
11 You're taking it down?

12 MR. BALANKY: No. It's keeping the two  
13 buildings out of the three.

14 MR. DAVISSON: You're working the  
15 shells, the existing shells, hmm.

16 I'm trying to find something critical,  
17 you know, to come up with. And, you know, I  
18 think starting on King Street, I think  
19 conceptually it's -- I can get in the weeds,  
20 but conceptually it's great the way you've  
21 addressed that.

22 No, it's a fresh look. I would have  
23 never considered -- I would have never  
24 considered a solution like this, but I  
25 really like it.

1           MS. TRIMMER: I appreciate that. We  
2           spent a lot of time with Staff trying to  
3           problem-solve knowing that what we're doing  
4           is something that required a creative  
5           solution. So we appreciate the work that  
6           went into this and the collaboration to come  
7           up with this proposal.

8           MR. DAVISSON: Even the storefront  
9           having the 45 -- or having the angle parking  
10          right up to the storefront like that,  
11          although you're introducing parking under  
12          the site, I think that's -- you know, you  
13          look at the three places in Jacksonville,  
14          Avondale, San Marco, and at the end of  
15          Atlantic, and what do they all have in  
16          common? And this introduces that, which I  
17          think is a good way to put more asphalt on a  
18          site than it's got now.

19          No, I think it's nice. It's a fresh  
20          look. I would -- maybe, the only thing I  
21          think that probably needs a little more  
22          effort, if you could put the kind of thought  
23          process maybe you had in discussions you had  
24          on King Street, you know, maybe in this  
25          island here in the trees we call -- Chris



1 Flagg used to call putting them in the death  
2 pits. You know, there is nothing wrong with  
3 it, but I think there is something.

4 MR. SKILES: Can you put the site plan  
5 back up so I know what he's talking about?  
6 That will work.

7 Which area were you speaking about?  
8 Right in there?

9 MR. DAVISSON: No. I was talking about  
10 the other side. The more I think about it,  
11 maybe it's just nice to leave everything  
12 down the street the way it is. You know,  
13 not every piece of -- not every piece of  
14 land has to be a big project. You know,  
15 sometimes it's like lighting, it's not where  
16 the lights are, it's where the lights  
17 aren't. So that's all I have to say. Thank  
18 you.

19 BOARD MEMBER DURDEN: Thank you. So  
20 which buildings, Cyndy, are actually being  
21 removed? Maybe use this aerial, yeah.

22 MS. TRIMMER: Right here and this  
23 connection (indicating).

24 BOARD MEMBER DURDEN: Okay.

25 MR. BALANKY: Those are two, by the

1 way -- those are functionally obsolete as  
2 well. The elevations are different. They  
3 have the stepdown.

4 BOARD MEMBER DURDEN: That's where I  
5 step down when I'm inside Reddi Arts?

6 MR. BALANKY: And the ceiling heights  
7 are all funky, there is no intrinsic value  
8 there at all. I'm surprised they got it  
9 permitted, to be honest with you.

10 BOARD MEMBER DURDEN: Okay. I'm going  
11 to go to the -- I guess the west aerial. So  
12 one of my concerns from the west is -- I  
13 like diagonal parking, I get that; however,  
14 I don't necessarily like it in this -- on  
15 this site the way it is.

16 MR. SKILES: Are we looking at the same  
17 one?

18 BOARD MEMBER DURDEN: The west aerial,  
19 no. Well, this is called the west aerial,  
20 Hendricks Avenue West Aerial.

21 MR. SKILES: Okay. I have it on mine.

22 BOARD MEMBER DURDEN: There you go.

23 MR. SKILES: So you're talking about the  
24 angle parking that's in front of the  
25 building that's set back a little bit?

1           BOARD MEMBER DURDEN:  What I'm  
2           wondering -- here is my question, here is my  
3           question:  How come you decided to put that  
4           building -- set that building back?  But  
5           now, of course, I know it's because it's the  
6           existing building.

7           MS. TRIMMER:  Correct.  It's not --  
8           we're not scraping this site.

9           MR. BALANKY:  Not at all.

10          BOARD MEMBER DURDEN:  Okay.  I  
11          understand that.

12          Second question is the drivethrough, was  
13          that essential from a -- from the design to  
14          have that, you know, long expanse when  
15          you're going to see all the way to the other  
16          street?  Was there anything else that you  
17          all looked at?  Because it makes it look  
18          like -- I mean, I guess I don't like the  
19          idea of having that straight through go from  
20          one street to the other street.

21          MR. SKILES:  So what we were trying to  
22          achieve there, and probably should have  
23          mentioned it earlier, is it's almost like  
24          we're creating two blocks and that we're  
25          creating another street.  And there are some

1 examples of that further up as you get  
2 closer to 95. There are some of these  
3 little streets that actually look like they  
4 cut through the block. And so even though  
5 these aerials don't show it, the idea is  
6 that we're going to put the same type of  
7 furnishings, we're going to have sidewalks,  
8 and we're going to have the same level. So  
9 if somebody is driving by, they might  
10 actually think it's two different city  
11 blocks and there is a street that connects  
12 them.

13 So we didn't want to turn our back on  
14 Kings. So I feel like by having that street  
15 connection to Kings, it invites people into  
16 the property, as well. It doesn't just  
17 block it off.

18 MR. BALANKY: There is a through  
19 pedestrian connection. And that was the  
20 goal. As you know, Hendricks is much more  
21 activated today than Kings is. But with  
22 what's going on on Kings, it's going to  
23 continue to be more active and more active.  
24 This gives a great pedestrian connection to  
25 go right through. So the people that live

1 in the Soba behind Tidbits can walk straight  
2 through to Kings and be right on the Skyway.  
3 It will deliver them right to the Skyway.  
4 And it will be an attractive pedestrian  
5 experience as they go.

6 BOARD MEMBER DURDEN: You know, I mean,  
7 this is like the first time to see it. So,  
8 you know, I like, you know, the idea, of  
9 freshening it up, which you guys would  
10 probably say it's a whole lot more than  
11 freshening it up, I understand that.

12 You know, I think I would like to see a  
13 little more detail. There is quite a bit of  
14 difference between the King Street side and  
15 the Hendricks side in your design.

16 MR. BALANKY: We've tried to create some  
17 continuity through the materials, through  
18 the brick.

19 MR. SKILES: I think I understand what  
20 you're talking about, though. And it really  
21 could be just more a function of the -- the  
22 actual drawing itself, that King side hasn't  
23 been developed as much. So when we're  
24 looking at Hendricks side, you can see the  
25 buildings, you see the landscaping, you see

1 the people. And I think there is maybe one  
2 view we can do a better job of presenting  
3 how that's going to look and providing a bit  
4 more detail with the landscaping. We would  
5 do that at conceptual.

6 BOARD MEMBER DURDEN: Let's go to this  
7 Kings Avenue West perspective one. So, you  
8 know, that's a lot of parking right on the  
9 street. I mean --

10 MS. TRIMMER: It is, which is why we've  
11 worked, if you come down to street level, to  
12 create more of this experience. The aerial  
13 really highlights showing the parking. When  
14 you come down to street level, we've really  
15 focused on buffering that so that's not what  
16 you're going to see when you're walking down  
17 the street.

18 MR. BALANKY: We can hedge that too,  
19 Brenna, up to the six foot of whatever.

20 BOARD MEMBER DURDEN: Yeah. Well, we  
21 also want to be cognizant --

22 MR. BALANKY: We're open to suggestions.

23 BOARD MEMBER DURDEN: -- of the concerns  
24 too. So we don't want to create a place  
25 back there that --

1 MR. BALANKY: Unsafe.

2 BOARD MEMBER DURDEN: Yeah. So I  
3 understand. It's a give-and-take.

4 It's very different. You know, is  
5 there -- all of it is restaurant, I gather,  
6 based upon the parking.

7 MS. TRIMMER: Yes.

8 BOARD MEMBER DURDEN: I was hoping there  
9 was going to be a new Reddi Arts in there  
10 somewhere.

11 MR. BALANKY: He's looking for a buyer,  
12 but he's retired.

13 BOARD MEMBER DURDEN: I heard. I was in  
14 there the other day and it was like, Oh, my  
15 God.

16 Anyway, I don't have a real visceral  
17 problem with it. I wish that we didn't have  
18 to have so much parking. I wish there was a  
19 way to have buildings closer up to the  
20 street frontages on both sides.

21 MS. TRIMMER: I completely understand  
22 that. But working with what we have and the  
23 expense of the site already, this is about  
24 as economical as we can get. And like I  
25 said, trying to do what we can to meet the

1 spirit of the code and improve all the  
2 things that we can in terms of the  
3 pedestrian experience and the transparency  
4 and doing what we can to improve the sense  
5 of having everything as close to the curb as  
6 we can without having to scrape the site,  
7 which would just make it cost prohibitive.

8 MR. BALANKY: One of the things we did  
9 early on is we engaged Katy and Nancy Sumner  
10 from Colliers to get their ideas on highest  
11 and best use for the property. And I'm  
12 going to let Katy talk a little bit about  
13 the type of interest we got from really  
14 exciting potential users, and you can kind  
15 of tell more about that.

16 MS. FIGG: My name is Katy Figg with  
17 Colliers, I'm the Director of Retail  
18 Services. And we've been working with Chase  
19 Properties to market the site not only to  
20 local restaurant groups, which we love.  
21 Local restaurant groups here in Jacksonville  
22 already believe in the Urban Core and want  
23 to be here. We also are trying to attract  
24 some really cool desirable restaurants from  
25 outside of the market. And the feedback we



1 get is constantly parking. And until this  
2 Hendricks and Kings both get activated with  
3 retail, it's just not that -- we don't have  
4 that walkability yet.

5 What this project is going to do, a huge  
6 improvement from what's there today, it's  
7 going to activate both corridors and really  
8 help to draw more restaurants and more  
9 retail to this area. And that's the major  
10 feedback we're getting from a lot of these  
11 really desirable restaurant and retail  
12 concepts.

13 MS. TRIMMER: Because I know it's going  
14 to come up, I want to go ahead and tackle it  
15 and give Katy a chance to speak to it. The  
16 code contemplates offsite parking if it's  
17 within a certain walkable distance. And  
18 technically what's under the bridge is  
19 within that walkable distance. I  
20 acknowledge that. It exists.

21 I know that we're working on a solution  
22 for the fact that we've got people using  
23 that as basically the daytime parking so  
24 that it's more available and it's not taken  
25 up.

1           But, Katy, can you please address  
2           whether the users actually view that as a  
3           feasible solution for the restaurant use?

4           MS. FIGG: Not until, like I said, this  
5           becomes a very active corridor, because at  
6           night you're not going to have people  
7           wanting to park under the bridge unless  
8           there is a ton of activity like you see at  
9           San Marco Square. It's not a safe place at  
10          night to walk from the bridge to the  
11          restaurant for employees or customers.

12          So I think this project is really going  
13          to help kick start the rest of this corridor  
14          to become active and to become more of a  
15          safe environment to walk at all times,  
16          during nights, weekends, as well.

17          CHAIRMAN HARDEN: Okay. Ms. Durden, did  
18          you have any other comments?

19          BOARD MEMBER DURDEN: I'm sorry. No,  
20          thank you.

21          CHAIRMAN HARDEN: No problem.

22          Mr. Loretta.

23          BOARD MEMBER LORETTA: First off, this  
24          is the first project that we've seen that I  
25          believe follows the new criteria of the

1 downtown streetscape.

2 MS. TRIMMER: I can be taught.

3 BOARD MEMBER LORETTA: I mean, I've  
4 complained to Cyndy out of record and made  
5 reference to that.

6 With that being said, this is where I do  
7 think -- and maybe Craig quickly mentioned a  
8 little bit -- one of the faults of our  
9 current concept is we don't really -- we say  
10 four foot area for the landscape, and that's  
11 just kind of we're creating a four-by-four  
12 pit, which is going to be really tight for a  
13 tree. If we want to keep it to four feet,  
14 I'd almost ask that we make it eight-feet  
15 wide, a little more root zone.

16 MR. SKILES: Four-by-eight?

17 BOARD MEMBER LORETTA: Yeah.

18 MR. SKILES: I'm all for that.

19 BOARD MEMBER LORETTA: Other than that,  
20 I mean, initially, when I looked at this, I  
21 was like, Man, this better look nice for it  
22 to allow this to happen. Keep turning the  
23 page, keep turning the page, and you guys  
24 did a fantastic job.

25 Last thing, if Staff is cool with it, I

1 mean, you guys have by far enough to  
2 hopefully get conceptual and final all in  
3 one swoop. I would be requesting that at  
4 your next meeting versus coming in for  
5 conceptual. That's up to Staff, but I'm  
6 okay with it because I would do conceptual  
7 right now, but we can't.

8 MR. BALANKY: Thank you.

9 BOARD MEMBER ALLEN: Really neat  
10 project. Cool use of existing buildings.  
11 You don't have to answer the question now,  
12 but it would be neat if you could work in  
13 some sort of a rooftop bar or seating,  
14 something like that. I could just picture  
15 sitting with that building up against the  
16 sidewalk there, that would be a neat spot to  
17 grab a cocktail or something and sit on the  
18 roof on a nice evening.

19 Initially, I was thinking of myself in  
20 my teen years and using that cut-through as  
21 a shortcut to get around traffic signals. I  
22 see what you're talking about, though,  
23 creating two different city blocks. Just a  
24 safe way to do it with some obviously  
25 pedestrian striping things like that --

1 MR. BALANKY: Some bumps, yeah.

2 MR. SKILES: We may even --

3 BOARD MEMBER ALLEN: -- to prevent my  
4 youthful self from using it as a cutoff.

5 MR. SKILES: There is a section there  
6 where there is a pedestrian crossing between  
7 the two. We might create a speed table  
8 there. What I call a speed table, elevate  
9 that area there. That's a great suggestion.  
10 Thank you.

11 MR. BALANKY: We love your idea on the  
12 rooftop; we're actually exploring that.

13 BOARD MEMBER ALLEN: Awesome. That's  
14 all I have. Thanks.

15 CHAIRMAN HARDEN: He's going to want  
16 credit for that. He's going to tell  
17 everybody the first drink he has up there.

18 MS. FIGG: We've been working on it  
19 already.

20 CHAIRMAN HARDEN: Mr. Lee.

21 BOARD MEMBER LEE: It's hard to believe  
22 these are the same buildings with as much  
23 glass as you're putting in there, the  
24 canopies. I don't know how the existing  
25 structure is going to support it, but good

1 for you. Seems Herculean to try to save  
2 them.

3 But if you could put an additional 2,000  
4 or 2,400 square feet of retail on the site  
5 and have 49 parking spaces, would you?

6 MR. BALANKY: If I could still get the  
7 parking, I would consider it, yes. I'd  
8 consider it. The only thing we want to be  
9 careful of, though, is we don't want another  
10 situation -- we want to be careful we don't  
11 get a situation where -- like they have  
12 right down the street where Panera is and  
13 they have that Mayfair, that thing is just  
14 not successful at all. It never has been.  
15 It's already turned over within the first  
16 few months. It lost its tenant. That was a  
17 popsicle company and now it's an ice cream  
18 shop, and they're doing no business  
19 whatsoever there.

20 So we would just -- and right now, Kings  
21 Avenue is just not retailing intensive. So  
22 it would be a struggle for a retailer to  
23 make it. We don't want to do a third  
24 restaurant. We know that.

25 BOARD MEMBER LEE: Right. So maybe an

1 office or something?

2 MR. BALANKY: We could consider an  
3 office use there. We've looked at it a  
4 number of ways. I don't know that we can  
5 still get the parking, but we'll look at  
6 that again.

7 BOARD MEMBER LEE: It's just one of the  
8 reasons I ask is because I know Kings Avenue  
9 and then ELM, there is a couple of really  
10 successful businesses that are right along  
11 this area. I agree, I think it's office  
12 probably submarket rather than a retail  
13 submarket.

14 Since this is a workshop, can I submit  
15 a --

16 MR. SKILES: He wouldn't have brought  
17 that up without already having figured out  
18 how to. Please.

19 BOARD MEMBER LEE: I think -- just think  
20 about it. If you could get an additional  
21 2,400 to 2,000 square feet, maybe it's just  
22 a pad to start with. But if you develop a  
23 street and your parking without thinking  
24 about a future potential project there, you  
25 kind of lose maybe an opportunity to infill

1 the street with -- you know, rather than  
2 parking with a building. It's dead-end  
3 parking just like we have now. So there is  
4 no really meaningful improvement to the  
5 dead-end you've already got.

6 MR. SKILES: One thing we could do is  
7 design it so that that is a possibility in  
8 the future and not box ourselves in so, when  
9 there is a demand for something like that,  
10 there you go.

11 BOARD MEMBER LEE: You still have 49  
12 parking spots.

13 MR. BALANKY: Exactly.

14 BOARD MEMBER LEE: I think it's really  
15 well designed esthetically, architecturally.  
16 Like I said, I think it's hard to believe  
17 it's the same buildings. But, otherwise,  
18 that's the only comment I had is think about  
19 Kings Avenue too.

20 BOARD MEMBER DURDEN: So because I  
21 didn't see the drawing that you just handed  
22 to them, was that --

23 BOARD MEMBER LEE: It's a secret.

24 BOARD MEMBER DURDEN: You were  
25 suggesting that on the Kings Avenue side?



1           BOARD MEMBER LEE: Yeah. Thinking about  
2 another block right there so that you can --  
3 so you don't have a big open parking lot  
4 when you're driving down Kings Avenue.

5           BOARD MEMBER DURDEN: I like that idea.

6           CHAIRMAN HARDEN: Mr. Schilling.

7           BOARD MEMBER SCHILLING: I have a visual  
8 in my mind of what the buildings out there  
9 look like today. And this is just an  
10 amazing improvement. I think it looks  
11 terrific.

12           I know the specific question that I  
13 think was posed by Staff is does the Board  
14 support the removal of the third building to  
15 allow for the additional surface parking.  
16 And I would say that my opinion is yes. I  
17 think in this case it's addition by  
18 subtraction, and I think the site looks  
19 really good. So I would fully support what  
20 is being proposed.

21           And similar to the comments that would  
22 be made, and maybe I'm jumping a little bit  
23 ahead, but I have just a couple of thoughts  
24 that I would share really as jumping ahead  
25 to conceptual review. These would likely be

1 the comments I have at conceptual review.  
2 And one has already been discussed. It's  
3 one of the thoughts I had is, if that  
4 pedestrian crossing on the connector road,  
5 if there would be a way to tabletop it, I  
6 think, to elevate the importance of the  
7 pedestrian, I think that would be excellent.  
8 If it works with the drainage plan, I know  
9 we have to take a look at that.

10 And then the only other suggestion to  
11 look at -- I don't know if it would work,  
12 but just to see if it would work, on the  
13 other side, if we can click to the other  
14 side, but the -- yes, right there. So the  
15 parking that's in the middle, the load is  
16 off the main drive. And you may have looked  
17 at this already, but maybe flipping it so it  
18 loads off the parking area rather than the  
19 drive aisle, just something to look at.

20 So those are the only two thoughts I  
21 had, or at this point suggestions. But I  
22 think it looks great. Thank you very much.

23 CHAIRMAN HARDEN: We did have one  
24 speaker card. Linzee Ott, if you want to  
25 step forward.

1           We can maybe make a seat for her with  
2           the microphone.

3           MS. OTT: Linzee Ott with the San Marco  
4           Preservation Society. This is the first I'm  
5           hearing of the project or seeing anything.  
6           And this is great. And we're excited about  
7           it. We're always excited about adaptive  
8           reuse, especially -- and new development,  
9           new growth. It's a terrific idea and  
10          concept. So I'm excited to see the concept  
11          as it evolves.

12          I would just suggest one of the reasons  
13          that, of course, Reddi Arts has been in the  
14          community for decades and people have come  
15          to love the murals on the side of the  
16          buildings as part of the identity of not  
17          only the business, but kind of the  
18          neighborhood. And so as you move forward  
19          with the concept, just to kind of try to  
20          include some of that San Marco identity in  
21          the placemaking. You guys have been very  
22          thoughtful about placemaking, and I'm  
23          appreciative of that. But tying in some of  
24          the San Marco character, history as you move  
25          forward with that.

1           MR. BALANKY: I will apologize. We met  
2 with Councilwoman Cumber. And I just went  
3 brain dead, I don't know why. I should have  
4 called you guys. I apologize for not doing  
5 that.

6           MS. OTT: No problem at all. Thank you.

7           CHAIRMAN HARDEN: Thank you.

8           All right. Any other feedback from the  
9 Board?

10          All right. Any other questions from you  
11 guys?

12          All right. Thank you. Thank you for  
13 your time.

14          MR. BALANKY: Thank you guys so much.  
15 We appreciate it.

16          CHAIRMAN HARDEN: Well, do we have any  
17 old business? No?

18          MS. RADCLIFFE-MEYERS: No.

19          CHAIRMAN HARDEN: Any other public  
20 comments? No.

21          All right. Well, I move to adjourn.  
22 Thank you, everybody.

23          (Meeting adjourned at 4:58 p.m.)

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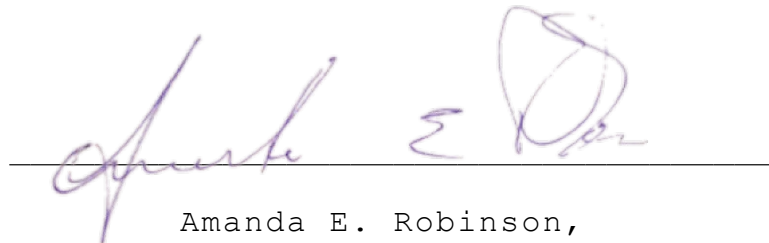
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CERTIFICATE OF REPORTER

STATE OF FLORIDA  
COUNTY OF DUVAL

I, Amanda E. Robinson, Registered Professional Reporter, do hereby certify that I was authorized to and did report the foregoing proceedings; and that the transcript, pages 1 through 165, is a true record of my stenographic notes.

DATED this 22nd day of November, 2019.



Amanda E. Robinson,  
Registered Professional Reporter