

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, August 11, 2022,
commencing at 2:00 p.m., at the Jacksonville
Downtown/Main Library, 303 North Laura Street,
Multipurpose Room, Jacksonville, Florida, before Diane
M. Tropa, FPR, a Notary Public in and for the State of
Florida at Large.

BOARD MEMBERS PRESENT:

MATT BROCKELMAN, Chairman.
TREVOR LEE, Board Member, via Zoom.
LINZEE OTT, Board Member.
CRAIG DAVISSON, Board Member.
WILLIAM J. SCHILLING, JR., Board Member.
GARY MONAHAN, Board Member.

ALSO PRESENT:

LORI BOYER, DIA, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
SUSAN KELLY, Redevelopment Coordinator.
SUSAN GRANDIN, Office of General Counsel.
CARLA LOPERA, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

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1 her time, we're going to go ahead and move her
2 to the front of the agenda before we get into
3 our business for this afternoon.

4 So, Ms. Boyer, would you please come up
5 and give us a briefing on the new standards
6 that you and the team have worked so hard on
7 over the last year, two years-plus.

8 Thank you.
9 (Ms. Boyer approaches the podium.)

10 MS. BOYER: Thank you very much.

11 Xzavier, if you can pull up the
12 PowerPoint.

13 MR. CHISHOLM: (Complies.)

14 MS. BOYER: So before I jump right into
15 the branding element, let me explain that DIA
16 went through a required five-year update of our
17 overall Business Investment and Development
18 Plan, and that includes many dimensions. There
19 was a park assessment and study plan done of
20 all the downtown parks and future needs based
21 on population growth, et cetera. There were
22 multiple elements. All of the various
23 incentive programs were revamped. There was a
24 market feasibility study that looked at how
25 rent rates had changed, land prices had

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1 PROCEEDINGS
August 11, 2022 2:00 p.m.

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3 THE CHAIRMAN: We're going to go ahead and
4 get started, and we will call the August 11th,
5 2022, Downtown Development Review Board meeting
6 to order at 2:06 p.m.

7 Thank you to everyone for braving the
8 weather and still making it out.

9 We do have a quorum. And I will just make
10 a note and say that Board Member Lee is joining
11 us via Zoom, but because it's not due to health
12 reasons or an out-of-town-for-work reason, at
13 least not that we've been told, unfortunately,
14 Board Member Lee, you won't be able to vote,
15 but we still, of course, will recognize you
16 during discussions.

17 We will try to --
18 (Audio interruption.)

19 THE CHAIRMAN: Is it on Zoom maybe?
20 There we go. Perfect.

21 So we will go ahead and get started. And
22 we do have DIA CEO Lori Boyer with us this
23 afternoon. She's going to be doing a
24 presentation on the downtown district branding
25 and design guidelines. And out of respect for

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1 changed, et cetera.

2 One element that fed into that larger plan
3 was the branding initiative. So what I'm going
4 to explain to you here is why we did that, what
5 that's about, and then how it influenced a new
6 set of design guidelines that are going to be
7 layered on what you're already doing pursuant
8 to the Downtown Overlay and the existing design
9 guidelines.

10 So with that, we will go ahead and start.

11 So what is the value of real estate
12 branding? For those of you who work with
13 developers, you're all too familiar with this.
14 Every new master plan development spends a fair
15 amount of money and effort on what their brand
16 is going to be. That brand is something that
17 is clear, compelling and unique, is the
18 foundation that helps to make a place desirable
19 as a business location, a place to call home,
20 or a visitor destination.

21 The development of a brand strategy for a
22 city or a neighborhood leverages the features
23 that are already in place to provide a relevant
24 and compelling promise to a target audience.
25 So all of those different phrases are key, and

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1 we're going to kind of break them out and talk
 2 about those different phrases.
 3 There are many reasons to do it, but the
 4 primary reason to do it is it stimulates
 5 economic growth. It helps you sell the
 6 product, whatever that product is, whether that
 7 is encouraging people to move downtown because
 8 you're selling a lifestyle or whether you're
 9 selling a for-sale product or encouraging a
 10 developer to invest or even a bank to lend. It
 11 is all about what is that messaging that you
 12 are providing about what makes this place
 13 desirable and unique and why would you invest
 14 here or move here rather than somewhere else.
 15 Next slide.
 16 The place branding framework is
 17 essentially why would someone visit, move to,
 18 or invest in a location; who is it suited for;
 19 who's that target audience; does the place
 20 create value for people; and what is the
 21 promise we make to attract the people. So what
 22 is the messaging promise that you are selling
 23 to your audience as to what the place will
 24 provide.
 25 Next.

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1 So why brand downtown neighborhoods?
 2 Primarily, to create clear and distinct
 3 neighborhood identities. Downtown is a large
 4 geographic area. Within it we have had zoning
 5 districts. Pretty much a regulatory term that
 6 had different zoning criteria, but not really
 7 distinct personalities. You couldn't tell when
 8 you walked from one downtown neighborhood to
 9 another downtown neighborhood that you were in
 10 a distinct place, that there was a unique
 11 character that applied to it.
 12 To differentiate one neighborhood from
 13 another in a competitive sense. So if you're
 14 applying to -- seeking a different target
 15 market in one area than another -- and I'll
 16 give you an example of that. For example,
 17 Cathedral is very interested in appealing to
 18 families. And so they're not only looking at
 19 the seniors that they already have a
 20 significant market audience, but also, how do
 21 they build out the distinct neighborhood to
 22 really appeal to families. That might include
 23 everything from playgrounds to larger size
 24 units that would have room for families. It
 25 goes across the spectrum, but you're looking to

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1 appeal to a particular audience.
 2 And then, finally, to add value by
 3 identifying and appealing to that target
 4 market.
 5 Next.
 6 So what are the branding elements that are
 7 part of the study that we did, the brand
 8 identity guidelines that then kind of mirrored
 9 and/or coordinated with the design guidelines?
 10 The branding elements were first
 11 identifying a persona for each district. So
 12 what is that personality or character of each
 13 downtown neighborhood, who are the target
 14 markets for that particular neighborhood, how
 15 is that interpreted in color palettes.
 16 Again, for those of you architects,
 17 developers, you're working with people all the
 18 time who are looking at signage, color
 19 palettes, streetscape color palettes, things
 20 like that, and how those influenced the
 21 character and the marketing of the property.
 22 Design guidance -- this is provided as
 23 part of the brand identity -- and logos. So
 24 most of that was included in the report. The
 25 logos that we are saying 65 percent complete, I

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1 don't know if Ina did some math to come up with
 2 that number.
 3 We did not do a logo for the Sports &
 4 Entertainment District, figuring that the team
 5 and other major investors in that area would
 6 want to be engaged in the development of that.
 7 North Core is a distinct area, and we
 8 did -- kind of came into being after we had
 9 initiated this process, so we are working with
 10 them on their logo, but their logo is not yet
 11 determined.
 12 We are also working with the LaVilla
 13 community in a separate task force on -- who
 14 want to be involved in the development of their
 15 own logo.
 16 The logos for Brooklyn, City Center,
 17 Southbank, other areas of downtown are already
 18 complete.
 19 We have new banners coming that in most of
 20 downtown will be implemented in the next six
 21 months that are consistent -- distinct by
 22 neighborhood, but consistent with the brand for
 23 each neighborhood.
 24 We do have public art, neighborhood
 25 murals, decorative crosswalks, all of those

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1 things planned, again, that build off this
2 brand personality, color palette, et cetera.

3 So this is what was in the branding
4 document and -- that those consultants
5 produced.

6 Next page.

7 So we're going to give you some examples
8 of what's in this. So Brooklyn, this shows you
9 the Brooklyn logos. It shows you the Brooklyn
10 color palette. It shows you the persona and it
11 also shows you the design guidance. So based
12 on the persona -- and we also -- I think we
13 have a page here that's going to show you the
14 target market.

15 The design guidance was Brooklyn should be
16 characterized by modern design, stainless steel
17 and other metals, combined with clean lines
18 and -- combined with clean lines recommended
19 for signage. Minimalism is integral to the
20 modern style, bold accent colors.

21 So that's the extent of the design
22 guidance in the branding document. And then
23 what you'll see is how we carry that through in
24 the design guidelines.

25 So next.

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1 Southbank. So this gives you color-ways,
2 logo, persona, design guidelines for the
3 Southbank. We have these for each of the
4 neighborhoods. So this is just an example of
5 what's in that.

6 And I think we have a slide on target
7 market maybe next.

8 No. Okay.

9 So jumping to the Downtown Design
10 Guidebook. So I already explained what is
11 in -- how much is in the first piece, which is
12 the branding criteria or the branding
13 guidelines.

14 We then worked to coordinate that with
15 more physical implementations that match the
16 personalities and match the guideline
17 recommendations of the brand for each district.
18 So in this case, we're talking about sidewalk
19 pavers, lighting, landscape palettes, benches,
20 bike racks, planter pots, those kind of things.
21 You'll see others.

22 So in the next slide we're going to give
23 you an example. These are the examples of the
24 physical implementation in Brooklyn. So you
25 remember that color palette. So you see plants

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1 that are suggested and trees that are suggested
2 that incorporate the color palette. You see
3 the modern and the minimalist features in the
4 planter pots and in the bike racks and in the
5 benches.

6 And this is a district where -- I just had
7 a question from Councilman Ferraro about
8 lights, streetlights, so I'm going to point
9 this out. It's very difficult to see the
10 alternate streetlights shown here, but there is
11 an alternate streetlight that is a very modern
12 style streetlight that we are recommending from
13 a design perspective, and that is going through
14 the JEA approval process right now for being
15 adopted as a permissible alternate streetlight
16 in downtown.

17 In that case, we would switch the entire
18 Brooklyn district to that and we would take the
19 historic fixtures that are in Brooklyn right
20 now and repurpose those in other parts of City
21 Center, North Core, where we need fixtures that
22 we don't have them. But this is more in
23 keeping with the character and the brand of the
24 district if we move to the more modern fixture.

25 The next one is, I believe, Southbank.

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1 And so this gives you -- same thing, but on the
2 Southbank. The Southbank also gets the modern
3 streetlight fixture. Those are the only two
4 districts that do, by the way, but they happen
5 to be our examples.

6 But you'll see how the trees and the color
7 palette change based on trying to be consistent
8 with that brand guidance and how the particular
9 street furnishings change based on that.

10 So what has then happened is we have
11 incorporated all of those recommendations in
12 that Downtown Design Guideline update. So by
13 each district, when staff is reviewing plans or
14 plans are being submitted, we'll be reviewing
15 the streetscape portions, not the private
16 development. This does not regulate the
17 private development. But on the public side,
18 we'll be reviewing those for -- the extent to
19 which they are consistent with or complement
20 the neighborhood brand or the neighborhood
21 persona.

22 Next is just some examples in other cities
23 just to show you how this is implemented
24 elsewhere. So this is downtown San Diego.
25 That's just the logos.

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1 You know what? I think you don't have the
 2 most recent presentation, Xzavier, but that's
 3 okay.
 4 Go to the next page.
 5 MR. CHISHOLM: I think I have it loaded up
 6 here on this other computer. It's loading
 7 right now.
 8 MS. BOYER: So if you can go back to the
 9 Gaslight [sic] district and make that full
 10 screen -- or Gaslamp district.
 11 So this is an example in San Diego, one
 12 neighborhood within downtown. You see the map
 13 up there? The map is all of downtown, shows
 14 five or six different neighborhoods or
 15 districts within downtown, and one of those is
 16 the Gaslamp district. And what it shows you is
 17 a gateway arch that shows you're entering the
 18 Gaslamp district. We're talking about
 19 implementing something like that in LaVilla.
 20 You also see stencils or thermoplastic
 21 additions on intersections, crosswalk
 22 additions. There's all kinds of different ways
 23 you can do this, but the hope is that, as we
 24 implement this and move this forward, you
 25 will -- you'll recognize distinct neighborhoods

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1 design guidelines that I think have been
 2 distributed to you and you have copies of it.
 3 Now you know a little bit more why they exist.
 4 THE CHAIRMAN: Thank you so much,
 5 Ms. Boyer.
 6 This is an informal presentation, so,
 7 Board Members, are there any questions?
 8 Or, Board Member Lee, if you have anything
 9 as well, please raise your hand on Zoom.
 10 Mr. Monahan.
 11 BOARD MEMBER MONAHAN: Thank you,
 12 Mr. Chair.
 13 Ms. Boyer, quick question for you.
 14 Thank you for this. It's very thoughtful
 15 and creative and something I look forward to
 16 seeing.
 17 As far as the street furnishings go, once
 18 they've -- a particular furnishing has been
 19 approved for a district, can it be used in any
 20 other district or just the district in which it
 21 sought approval?
 22 MS. BOYER: So from our perspective, we
 23 would prefer that new ones were only used in
 24 the district for which they were approved. So
 25 the idea would be -- and trash cans, for

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1 one from another throughout downtown. So this
 2 is an example in San Diego. I think we have a
 3 couple more.
 4 I know she had the RiNo district in
 5 Denver. So this is -- this was the actual
 6 branding piece of it that showed the graphic,
 7 the logo, the color palette, similar to what
 8 we've done. And then you see one art
 9 installation or entry feature that incorporates
 10 it.
 11 But if you go to the next page, you'll see
 12 other ways that they have -- so this shows you
 13 where, on a bicycle lane, they have
 14 incorporated the RiNo, whether that is trash
 15 receptacles, whether it was the (audio
 16 malfunction), (audio malfunction) in the colors
 17 that were (audio malfunction).
 18 So this is -- this is just trying to give
 19 you an illustration of how these can be
 20 incorporated and you kind of live into it by
 21 neighborhood or by district.
 22 And I think that's really the end of the
 23 presentation. I'm happy to answer any
 24 questions if you have them, but that really is
 25 the basis of the additional information in the

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1 example, we've talked to Public Works about
 2 that. As long as the trash can meets all of
 3 our standards for durability and accessibility
 4 for being able to empty them and things like
 5 that, they don't care if we have six different
 6 styles. So it's not like the JEA streetlights
 7 where there's a very intense process for adding
 8 a new one to the menu.
 9 But what we don't want to see is, just
 10 because something is approved for Brooklyn, now
 11 somebody is deciding to put it in City Center,
 12 because then you lose the character of City
 13 Center, which has its own identified --
 14 And we have, in the DIA budget, some
 15 funding that we're setting aside each year for
 16 streetscape enhancements with the idea that we
 17 will go through and pick a few streets or pick
 18 one neighborhood and change out the trash cans
 19 one year and change out the benches the next
 20 year and change out the -- so that we end up
 21 starting to get this flow.
 22 BOARD MEMBER MONAHAN: Thank you so much.
 23 THE CHAIRMAN: Mr. Schilling.
 24 BOARD MEMBER SCHILLING: Thank you,
 25 Mr. Chairman.

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1 It seems like this would be a terrible
2 missed opportunity if I did not thank you and
3 DIA staff for all the hard work that I know has
4 gone into working with JEA on the lighting.
5 Having been involved in a project on the
6 Southbank that is looking forward to having
7 some other options and alternatives on
8 lighting, I applaud the work that's been done
9 because I know -- I know a tremendous amount of
10 work has gone into it.

11 And as well I want to echo what was said.
12 I'm very excited about what's being done here,
13 and I can definitely see the progression of
14 this in the different districts, so well done.

15 Thank you.

16 THE CHAIRMAN: All right. And I'll just
17 make a general comment. As Ms. Boyer
18 mentioned, although a lot of this really
19 applies to the public realm and not necessarily
20 private development, one thing that I've asked
21 staff to do for us going forward is in staff
22 reports on development projects that we see to
23 at least make some notes based on the private
24 developers taking into consideration these
25 guidelines because although certainly the

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1 you're crossing the bridge?

2 MS. BOYER: So the Main Street Bridge
3 already has lights. They're all blue and they
4 are not always all working.

5 Our thought is -- I mean, the blue is not
6 a problem in the sense of the City Center
7 colors and the Southbank colors, so I don't
8 know that we would need to change the blue
9 lights out. And as you know, the Acosta Bridge
10 has changeable lights, but, you know, I don't
11 think anybody was envisioning that you were
12 going to repaint the bridge a different color,
13 and they obviously work the way they are.

14 But some of the lighting that we're
15 talking about doing, like in bollards or design
16 features along the Riverwalk, would definitely
17 complement not only the district character, but
18 they also -- the Riverwalk has its own design
19 standards. Those were adopted by council a
20 couple of years ago. It's a blue and green
21 color palette for the signage. And so what you
22 would see implemented along the Riverwalk would
23 most likely be complimentary to the Riverwalk
24 design standards.

25 COUNCIL MEMBER FERRARO: I was not talking

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1 obligation is on the public sector, I think
2 collective action is what's going to really
3 make this transformative for our districts, and
4 so I look forward to that in future reports
5 from staff as we move forward.

6 And, again, thank you, Ms. Boyer, for
7 joining us.

8 Oh, sorry. Council Member Ferraro, of
9 course.

10 COUNCIL MEMBER FERRARO: So thank you.
11 Nice job.

12 Quick question. Connecting both sides, do
13 you have any plans on lighting up and doing
14 things on the river?

15 MS. BOYER: Through the Chair to
16 Councilman Ferraro, yes, as part of the parks
17 work that we are doing on the waterfront. So
18 both -- as part of the Riverwalk and the parks
19 work we're doing on the riverfront, there are
20 any number of lighting projects that are
21 included in that.

22 COUNCIL MEMBER FERRARO: So in particular,
23 when you're coming from one side to the other,
24 would there be anything on the bridge on --
25 like some of the Gaslight [sic] districts as

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1 about that. I'm glad you brought that up. But
2 I was talking about more or less into the
3 river, some lighting in the river. I know when
4 you were on Waterways, we talked about, it
5 would be really neat to have the river itself
6 lit up in certain areas. And as we're putting
7 in docks, I didn't know if any of that was
8 thought of.

9 MS. BOYER: No, we haven't done it -- I
10 haven't heard about it, at least in the
11 discussion of various docks and marinas that
12 we're doing, but it is an interesting
13 proposition. I mean, we're doing the
14 projection lighting on the buildings adjacent
15 to it.

16 But to your point, you could have some
17 down-lighting -- we have to be very careful
18 that we can't have -- in our particular
19 downtown, the research we did indicated we
20 couldn't do laser lights, like they do in some
21 cities, because we're in a flight path for both
22 Baptist Hospital and NAS, so that was kind of
23 off the table, but there would be opportunities
24 for down-lighting or low-lighting across the
25 river.

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1 COUNCIL MEMBER FERRARO: Thank you.
 2 THE CHAIRMAN: Okay. Thank you,
 3 Ms. Boyer.
 4 MS. BOYER: Thank you.
 5 THE CHAIRMAN: All right. And now we will
 6 move along to our action items for the day.
 7 First off, let's get approval of the
 8 July 14th, 2022, meeting minutes which have
 9 been reviewed and have been in your packet.
 10 BOARD MEMBER SCHILLING: Move to approve.
 11 BOARD MEMBER MONAHAN: Second.
 12 THE CHAIRMAN: We have a motion to approve
 13 by Board Member Schilling and a second by Board
 14 Member Monahan.
 15 All in favor, please say aye.
 16 BOARD MEMBERS: Aye.
 17 THE CHAIRMAN: Any opposed?
 18 BOARD MEMBERS: (No response.)
 19 THE CHAIRMAN: Show the minutes adopted.
 20 And moving on to our one project for this
 21 afternoon, DDRB application 2022-010, the
 22 Jacksonville Historical Society casket factory
 23 renovations up for final approval.
 24 Ms. Kelly, if we could get a staff report,
 25 please.

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1 MS. KELLY: DDRB application 2022-010
 2 seeks final approval for the renovation of a
 3 three-story brick building and a three-story
 4 addition to both the west and east building
 5 elevations.
 6 The structure referred to as the Florida
 7 Casket Factory Company building was constructed
 8 circa 1882 and is a locally designated
 9 landmark. The site is located in the Sports &
 10 Entertainment District. The East Duval Street
 11 ramp borders the north side of the building.
 12 The former Hart Bridge ramp borders the south
 13 and west property lines. And the historic
 14 St. Luke's Hospital abuts the building to the
 15 east. The on-site parking lot is located
 16 between the entrance at Monroe Street and the
 17 subject structure.
 18 Both the historic St. Luke's Hospital and
 19 the Florida Casket Factory Company buildings
 20 are owned by the Jacksonville Historical
 21 Society.
 22 The historic structure is uniquely
 23 situated on a lot that clearly predates the
 24 infrastructure around it. The south elevation
 25 is the main entry to the building, and the

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1 building itself is located towards the rear of
 2 the lot.
 3 The north elevation abuts the raised Duval
 4 Street roadway and the west and east elevations
 5 are more visually accessible than physically
 6 accessible. As you can see, the ground floor
 7 windows on the south elevation and the ground
 8 floor and second floor windows on the north
 9 have been infilled in years past due to
 10 security concerns.
 11 DDRB first heard this item at the June 9th
 12 meeting. Plenty of discussion was had, mainly
 13 with regard to the design of the additions,
 14 restoration of the enclosed windows, and the
 15 canopy design. The board ultimately voted to
 16 approve the conceptual submittal subject to
 17 recommendations. A summary is shown on the
 18 screen.
 19 The lack of transparency, as I mentioned,
 20 the infilled windows -- the applicant did meet
 21 with staff regarding the proposed lack of
 22 transparency, per that condition.
 23 They were granted a Certificate of
 24 Appropriateness by the Jacksonville Historic
 25 Preservation Commission, and that COA is

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1 included in your agenda packet.
 2 The applicant has provided color
 3 elevations and they did submit a revised site
 4 plan which shows the location of the trash
 5 container.
 6 So that's the status of their -- of the
 7 conditions from the conceptual review.
 8 The applicant has submitted a revised site
 9 plan. Site improvements include new striping
 10 on the existing on-site parking lot, an event
 11 patio, metal fencing and gate, and dumpster
 12 enclosure. As designed and conditioned, these
 13 features are consistent with the Downtown
 14 Overlay.
 15 Per the overlay, screening and landscaping
 16 of existing on-site surface lots are required
 17 to come into compliance by July 1st, 2024. The
 18 applicant intends to install a 6-foot,
 19 transparent, wrought-iron-style, metal fence.
 20 In order to come into compliance by that 2024
 21 date, landscaping will be required to augment
 22 the fence installation.
 23 In response to comments received at
 24 conceptual approval and from the City's
 25 Historic Preservation section, the applicant

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1 revised the design of their original submittal.
2 The architect, who is here, has provided an
3 open-air connection between the historic
4 structure and the proposed addition on the west
5 and an inset wall connection between the
6 historic building and the proposed addition on
7 the east.

8 These transitions between the historic
9 structure and the additions allow for the
10 historic structure to be understood as its own
11 entity. While not ideal, the stucco finish on
12 the proposed additions provides a
13 differentiation from the original historic
14 structure.

15 The Historic Preservation Commission found
16 that the stucco finish could be compatible if
17 the color does not visually overwhelm the brick
18 of the historic structure and if it is given a
19 contemporary finish.

20 The approved COA from Historic has
21 conditioned that the color of the stucco finish
22 be approved by the Planning Department, and
23 DDRB staff will relay any conditions or
24 opinions from this body to the Planning
25 Department.

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1 The entry canopy has also been redesigned
2 in the final submittal as an orthogonal feature
3 rather than curvilinear, as originally
4 proposed, in order to complement the
5 architecture of the structure.

6 With regards to the windows, the
7 applicant's revised submittal shows that the
8 brick infill on the first floor windows of the
9 south elevation is being removed. The
10 applicant proposes that the window sizes remain
11 unchanged but that a metal panel, rather than a
12 traditional window, be installed. This
13 improvement could provide a location for
14 banners or murals while also responding to
15 security concerns in the near term.

16 Staff finds that this change would provide
17 an interim phase to reopen the windows in the
18 future. To that end, staff has recommended
19 approval of this phased approach conditioned
20 upon the window design being revisited in three
21 years -- within three years, in order to
22 restore the first floor windows of the south
23 elevation or for the applicant to seek a
24 deviation at that time.

25 The brick infill on the first and second

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1 floor windows on the north elevation are
2 proposed to be -- to remain as is, filled in.
3 The owner has expressed the desire to keep
4 these filled due to the programming of the
5 second floor as archive space, the building's
6 adjacency to the raised Duval Street roadway,
7 and for security reasons.

8 The structure is uniquely situated against
9 the raised roadway and the windows could be
10 restored in the future. As a result, staff has
11 included this elevation within the condition
12 regarding the phased approach to window
13 restoration.

14 The east and west elevations do not have
15 the street frontage and are not subject to the
16 transparency requirements; however, the
17 architect has added contemporary, vertically
18 oriented windows on both of these elevations to
19 enhance the scale and transparency around the
20 structure.

21 As such, staff recommends approval, with
22 conditions, of DDRB 2022-010. The conditions
23 are all listed on your screen and in your
24 agenda packet.

25 And that concludes the staff report, and

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1 I'm happy to take any questions.

2 THE CHAIRMAN: Thank you very much,
3 Ms. Kelly.

4 We'll now hear from the applicant, if
5 there's a presentation.

6 (Dr. Bliss approaches the podium.)

7 THE CHAIRMAN: And I'd just ask the
8 applicant to remember to state your name and
9 address for the record.

10 Thank you.

11 DR. BLISS: Good afternoon, Mr. Chairman
12 and board members.

13 I am Alan Bliss, CEO of the Jacksonville
14 Historical Society. Our address is 314
15 Palmetto Street, Jacksonville, Florida 32202.

16 We very much appreciate the board's
17 engagement with this project, very much
18 appreciate the close engagement of staff with
19 the reviews to date. And also grateful for the
20 engagement with the Historic Preservation
21 Commission, and appreciate their unanimous vote
22 in support of the COA that we sought at their
23 June meeting.

24 The staff recommendation calls attention
25 to a couple of areas where we deviate

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1 apparently in the presentation from some of
2 what the staff guidelines would expect.

3 It might be helpful if the board would
4 allow me to give a little bit of background
5 about the building and about our plans for it.

6 The structure was built in 1920, a purpose
7 built by the Florida Casket Company as a
8 manufacturing facility for caskets. And what
9 we have learned about the project is that they
10 relocated from a facility on Myrtle Street in
11 1920 in response to an expanse of their
12 business. They used the ground floor of the
13 building for the actual fabrication of caskets
14 and coffins. They moved them up to the second
15 floor using a freight elevator and applied the
16 finishes, the coatings, the hardware, the
17 fabric, brass, hinges, that sort of thing. And
18 then the third floor was storage where finished
19 caskets were awaiting shipment to morticians
20 and funeral homes all over the American
21 Southeast. This company was also the vendor
22 for embalming supplies and that sort of thing
23 for morticians. And they continued to operate
24 there until 1966.

25 The building, since then, has been used
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1 for a variety of purposes, mainly storage and
2 ancillary work. One of my board members, J.F.
3 Bryan, recalls leasing the building for a time
4 in the 1980s to store surplus office furniture
5 from the Independent Life Insurance Company.

6 It has been used at different times as a
7 workshop for people associated with the Florida
8 Arthritis Foundation. And it was from that
9 organization that the Jacksonville Historical
10 Society bought the building in 2012. We bought
11 the campus on which it stands, including this
12 building and the old St. Luke's Hospital
13 building.

14 I was not part of the JHS board or staff
15 at that time, so -- I joined the board in 2015
16 and became CEO in 2018, but, of course, I --
17 the properties here at this location, as well
18 as our other two historic properties that we
19 manage on the other side of the VyStar/Veterans
20 Memorial Arena, are significant parts of the
21 management portfolio for the organization.

22 We understood, when we acquired this
23 building, that the old St. Luke's Hospital is a
24 National Register historic structure. It does
25 not appear to have been understood that the

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1 Florida Casket Company building was, in fact, a
2 landmark structure. If we had been acquiring
3 the property under our current administration,
4 we would have been troubled by that and we
5 certainly would never have sought landmark
6 status for the building.

7 How come? Because it is architecturally
8 insignificant. It has no particular meaning.
9 We don't even know who the architect was for
10 the original construction, and it does not
11 appear to reflect any significant architectural
12 themes or reflect a particular era. It is what
13 it appears to be, which is a pretty stark,
14 unadorned, industrial building of the 1920s.

15 As far as historic interpretation and
16 story-telling is concerned, I have just shared
17 with you the entire story that the building has
18 to offer.

19 Our intent, after having grappled with the
20 considerable deferred maintenance and lack of
21 modernization of the building, is to convert
22 the ground floor into a museum and exhibition
23 space particularly devoted to Jacksonville's
24 music history.

25 The second floor is intended to become a
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1 state-of-the-art archive space for the
2 collection and storage, retention processing,
3 archive and research purposes of the Historical
4 Society. And the third floor is to be a
5 performance and event venue.

6 Each of the three floors is identical in
7 size. Each offers a 4,500-square-foot floor
8 plate. There are -- there is no life/safety
9 infrastructure in the building, nor was there
10 when we acquired -- the building was, frankly,
11 unusable and unsafe for occupancy. So we are
12 positioning ourselves to really restore this
13 neglected building to an active, contributing
14 use.

15 Because the Florida Historical Society --
16 excuse me -- the Jacksonville Historical
17 Society is a nonprofit 501(c)(3), the project
18 is ineligible for any of the financial
19 incentives that the City of Jacksonville might
20 otherwise use to encourage this project, things
21 like a Historic Preservation grant or a REV
22 Grant.

23 Even though we're a nonprofit -- that's
24 just a tax status, not a business model -- we
25 still have to raise the money to do the things

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1 that we do, including this project. And it has
2 become, as these things often do, a financially
3 ambitious project.

4 The staff recommendations to -- to all of
5 the provisions really have been understandable,
6 comprehensible, and as I say, we appreciate
7 their engagement with us.

8 We would ask that the board alter some of
9 the recommendations, specifically with respect
10 to the window openings. This building, as
11 Ms. Kelly has explained, is positioned in the
12 Eastside Sports & Entertainment District. It
13 is indeed in a very odd position, surrounded by
14 elevated roadbeds on Duval Street, also by the
15 old Hart Expressway elevated roadbed.

16 It is directly adjacent to and --
17 immediately to the north of the Maxwell House
18 coffee plant, an industrial use. It is
19 immediately west of the VyStar/Veterans
20 Memorial Arena loading dock. And we really
21 have limited exposure to what one might
22 consider to be the conventionally inviting
23 streetscapes of the downtown area. We're
24 grateful to be in that area and we're grateful
25 to be in the Sports & Entertainment District,

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1 but in adapting this building to a use that's
2 functional for our purpose --

3 Introducing windows on the north side of
4 the second floor, as the staff has suggested we
5 consider, is a very difficult proposition. We
6 purposefully programmed the second floor space
7 for the expansion and modernization of our
8 archives because the absence of windows really
9 lends itself to our purposes.

10 It limits the amount of ultraviolet light
11 that would intrude into the space, UV light.
12 For those of you who are familiar with
13 archives, especially sensitive, aging
14 documents, photo negatives and photographs, is
15 damaging to those things. We want to manage
16 and limit, and as much as possible, isolate
17 those collections.

18 We also took note that the absence of
19 windows makes it more likely that the building
20 would be resistant in conditions of tropical
21 storm weather or significant weather events, be
22 more resistant to wind-driven water intrusion
23 into the space.

24 The staff recommendation that we provide
25 an intermediate accomodation and revisit those

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1 recommendations in three years is a difficulty
2 for us. We will move forward with the permit
3 of the DDRB and the staff to activate --
4 complete this project and activate the space
5 and to deal with the possibility of, number
6 one, the inevitability of returning to revisit
7 those recommendations in three years would be
8 burdensome, and to reconfigure those spaces and
9 introduce windows where they do not presently
10 exist would be a considerable disruption to the
11 activation of the space's archives.

12 On the ground floor museum space, because
13 that is intended to be a museum, the presence
14 of windows is not only unnecessary but really
15 impedes our ability to make best use of the
16 space on the ground floor for a museum.

17 Our request is that the board approve the
18 balance of the recommendations, but -- but to
19 deviate from the staff's recommendation about
20 the three-year return visit and about the
21 prospective introduction replacement of
22 traditional windows in the locations where they
23 used to exist.

24 The limitation of light, the
25 weatherproofing of the building, the maximum

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1 utilization of space on the first and second
2 floors are key.

3 The third floor, having windows all the
4 way around, lends itself, ideally, to the
5 intended program use, which is a performance
6 and event venue.

7 This is a significant project for the JHS,
8 and we really welcome the stewardship
9 opportunity to put our money where our mouths
10 have always been in advocating for historic
11 preservation and adaptive reuse of historic
12 structures.

13 The experience of this review process with
14 the staff, HPC, and the DDRB has given me
15 renewed empathy for other developers going
16 through a process like this, and also has
17 really focused my attention on what we have
18 often said, which is that a historic renovation
19 or adaptive reuse project is challenging for
20 anybody. You have to really want to do it, and
21 you have to really marshal the resources to do
22 it well. We are conscious of that; we're
23 conscious of that now. We welcome that
24 stewardship opportunity.

25 I'm accompanied here today by Jeff Lane,

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1 AIA, the project architect. Also by
2 Jacksonville Historical Society board member,
3 Kristanna Broward Barnes, who also is a member
4 of the property management committee. Our JHS
5 board property management committee chair is
6 Bill Bishop, AIA. He couldn't be here today,
7 owing to a funeral, but he has authorized me to
8 say that I speak for him in these requests to
9 the DDRB.

10 Be happy to take any questions or I yield
11 to Mr. Lane.

12 THE CHAIRMAN: Mr. Lane, please.
13 (Mr. Lane approaches the podium.)

14 THE CHAIRMAN: And thank you, Mr. Bliss,
15 for those comments.

16 DR. BLISS: Thank you.

17 THE CHAIRMAN: Mr. Lane, just a reminder,
18 if you'd please state your name and address for
19 the record, please.

20 MR. LANE: Good afternoon.

21 My name is Jeff Lane. I'm with Lane
22 Architecture. My address is 904 Margaret
23 Street, Jacksonville, Florida 32204.

24 I think I'm here to answer questions,
25 so --

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1 THE CHAIRMAN: Fair enough.
2 So if that's the case, then, before we
3 move to public comment, we'll look for board
4 questions or comments, starting with
5 Mr. Davisson.

6 BOARD MEMBER DAVISSON: Can you just give
7 us a run-through of exactly, precisely what was
8 changed? I know the staff report has mentioned
9 that, but if you could --

10 MR. LANE: Sure.

11 BOARD MEMBER DAVISSON: -- and the reasons
12 why.

13 MR. LANE: Yeah, I think there were really
14 two significant changes. One was to the wings
15 on the east and west ends. We've sort of, as
16 much as possible, disconnected them
17 architecturally and created a slot between the
18 existing and the new. We've also highlighted
19 those as separate buildings by -- by their
20 finish. The intent is for these two wings on
21 either side to frame the existing building and
22 accent the existing building.

23 We have sort of doubled our efforts to
24 make sure the equipment that's on the roof of
25 those two wings will not be visible. We've

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1 actually cut several sections through the
2 building and the roadway adjacent to it to find
3 the highest spot where a view would happen, and
4 the reality is the tallest unit we have is
5 roughly about 12 inches above the parapet.

6 So I would say that was -- our first and
7 primary objective was to enhance the
8 architecture by isolating those two wings and
9 creating the slot between them.

10 The second one was the entrance, and we --
11 I think we made something that's more in
12 keeping with the building itself, and it makes
13 a much stronger entry statement and a welcome.

14 We've enhanced that front courtyard for a
15 patio and events.

16 We did add a little bit of glitter. Those
17 windows that are not there on the first floor
18 on the south side, we've proposed an infill
19 Alucobond panel, on which events can be posted.
20 And we've added some gooseneck lights above
21 those to give a little glitter at certain times
22 of the week. And we --

23 BOARD MEMBER DAVISSON: Is it the spandrel
24 panels that you're talking about, is that what
25 the previous gentleman was speaking of?

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1 MR. LANE: Yes.
2 BOARD MEMBER DAVISSON: Requesting that
3 you not do?

4 MR. LANE: I'm not sure.

5 Oh, you mean Alan? Sorry.

6 BOARD MEMBER DAVISSON: Yeah.

7 MR. LANE: Alan was really talking about
8 the potential for the City to revisit the issue
9 of whether or not to put windows in the first
10 floor, south side windows in the second floor,
11 north side. And -- and that's -- that had a
12 time span of three years.

13 BOARD MEMBER DAVISSON: Last question.
14 Did the mass change at all or is it just --

15 MR. LANE: No.

16 BOARD MEMBER DAVISSON: Okay.

17 MR. LANE: We just enhanced the detailing.

18 BOARD MEMBER DAVISSON: I think just the
19 simple gesture of disengaging those elements on
20 the end made a significant difference visually
21 and aesthetically. And it's even part of
22 the -- just the scale of the building. It just
23 goes to show, you don't have to do a lot to
24 make -- sometimes to make -- to make an
25 improvement, and I think that -- that went a

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1 long way.

2 I was just curious about the spandrels.

3 I'd be -- it's just more of a personal thing.

4 I'd be careful about the blue, if that's what

5 you're going to use, and --

6 MR. LANE: Let me just comment on that.

7 That is completely arbitrary and we would

8 look to the Historic Commission for -- and the

9 City Planning for comment and approval.

10 The reason I picked the blue is because of

11 the Main Street Bridge. I just think blue

12 is -- it's one of the iconic colors of the

13 city, in my mind.

14 BOARD MEMBER DAVISSON: Okay. That's

15 understandable.

16 I mean, I think the -- you know, the

17 comment I heard -- the previous comment made,

18 that the building has no significance, I think

19 it does. Architecture doesn't have to

20 have significance by some stylistic ornament or

21 approach. It's a plain building, but it has

22 history to it. It has a historical place. You

23 can just tell by looking at the materials of

24 the building that it's been there for a hundred

25 years.

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1 MR. LANE: Yeah.

2 BOARD MEMBER DAVISSON: So, personally, I

3 don't -- I don't think it's necessary to put

4 glass in that location, on grade, as far as

5 transparency goes.

6 I understand the use, and there's other

7 ways you can -- you know, as far as archives

8 go, there's other ways you can deal with it,

9 but that's not my -- I guess my sticking point

10 was just the building as a whole, just by the

11 simple -- simply detaching those two elements

12 goes a long way, so ...

13 MR. LANE: Thank you.

14 THE CHAIRMAN: Thank you, Mr. Davisson.

15 Mr. Monahan.

16 BOARD MEMBER MONAHAN: Thank you,

17 Mr. Chair.

18 To the comments of Mr. Bliss, I'm acutely

19 sensitive to the lean nature in which

20 nonprofits and museums run, being an employee

21 of a downtown museum, but I -- I can absolutely

22 understand not wanting to place windows in an

23 archive space, but I'm struggling to grapple

24 with not placing them on the first floor, as

25 the museum I work in has exhibition space on

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1 the first floor and 180 degrees of windows

2 surrounding it.

3 From a pedestrian perspective, windows on

4 the first floor are important. And especially

5 if you're exhibiting works behind those

6 windows, you'd want folks to be able to look in

7 and attract them. And I know at MOCA, a lot of

8 times that's what happens. People see work

9 from the street walking by and decide to come

10 in.

11 So I just -- I'm struggling to approve the

12 project based on foregoing the windows on the

13 first floor, but would like to hear the --

14 MR. LANE: Could I comment on that?

15 BOARD MEMBER MONAHAN: Sure.

16 MR. LANE: The difference between this

17 building and MOCA is really grand. There is no

18 pedestrian element whatsoever within eyesight

19 of the first floor. I just think -- I think

20 it's a tough argument to carry.

21 BOARD MEMBER MONAHAN: That's a valuable

22 point.

23 MR. LANE: The only time somebody is going

24 to be close enough to see in there is when

25 they're parking their car and walking up to the

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1 building and they already have the intention of

2 going into the building.

3 Not to say anything about MOCA. I think

4 it's a great experience, and I understand your

5 point of view, I sincerely do.

6 BOARD MEMBER MONAHAN: Sure. I would

7 hope, though, at some point we'd have

8 pedestrians, you know, around that part of

9 downtown in the next 50 years. And in that

10 case, would like them to be able to see inside

11 the building, but would love to hear the

12 comments of my board members.

13 THE CHAIRMAN: Thank you, Mr. Monahan.

14 Ms. Ott.

15 BOARD MEMBER OTT: Thank you.

16 I have a couple of questions, starting

17 with -- I think, just now, we are talking about

18 both additions, as in two, not one, being

19 articulated by an open-air connection.

20 On Pages 5 and 9 of the plans, it's

21 looking -- I'm -- I'm trying to understand the

22 plans. It's reading to me like there's an

23 open-air connection on the west addition, not

24 on the east addition. Could you speak to the

25 design there?

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1 MR. LANE: You're absolutely right.
2 BOARD MEMBER OTT: Okay. I just wanted to
3 clarify.

4 And I do very much appreciate the addition
5 of that open-air connection. I agree with
6 Mr. Davisson, I think it -- it adds a lot.

7 MR. LANE: At the same time, we did try to
8 create a slot on that east addition to help
9 kind of distinguish it between the new and the
10 old.

11 BOARD MEMBER OTT: Yes, and I like it.
12 And I like also the window articulation that
13 you've got added on both additions. I think
14 that's nice as well.

15 I wanted to ask about the contemplation
16 for the parking lot and kind of event patio
17 space, if there was any thought or vision
18 for -- for that space, what that might be used
19 for.

20 MR. LANE: I'm not sure of your question.
21 We -- parking is not required in the first
22 place. And, basically, we kept everything
23 that's there and just -- and put some stripes
24 on it and added some landscape islands. Beyond
25 that, we haven't done a huge study on parking

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1 requirements.

2 BOARD MEMBER OTT: So on Page 4 of the
3 proposed site plan there's a striped sort of
4 area labeled Event Patio. I mean, is that for
5 programming? Is that for part of -- to be used
6 as part of events?

7 MR. LANE: Yes. Yeah, there is intended
8 to be outdoor events that may be prefunction or
9 freestanding. And at that time, we may have
10 some portable tents. So that's kind of the --
11 that's about as far as the conversation has
12 gone.

13 BOARD MEMBER OTT: Okay. That's -- no,
14 that's understandable.

15 And is -- I'm just curious, is there any
16 vision or contemplation of using -- y'all have
17 that lovely tree canopy, sort of grassy corner
18 on the property. Is that contemplated for
19 event space at all?

20 MR. LANE: Alan.

21 DR. BLISS: You're referring to the
22 northeast corner of the property adjacent to
23 Duval and Palmetto?

24 BOARD MEMBER OTT: (Nods head.)

25 DR. BLISS: Yeah, we particularly treasure

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1 that tree and went to some considerable effort
2 to make sure that we could preserve it and make
3 that an inviting, tree-shaded place where we
4 could have gatherings outside when the weather
5 is favorable for that.

6 That was one of the reasons, too, for
7 moving the HVAC farm off of grid where it had
8 originally been designed and getting it up to
9 the tops of the new stairwell tower addition so
10 that we could maximize that -- that ground
11 space, that attractive corner.

12 BOARD MEMBER OTT: I agree. And I think
13 it's a complete bonus to the venue.

14 Additional questions. Talking about
15 the -- the metal panels. So the intent of the
16 metal panels would be to advertise or otherwise
17 display information, education about the
18 museum, the building, its contents; is that
19 correct?

20 MR. LANE: That's correct, in a functional
21 sense. At the same time, we're trying to
22 acknowledge that there was a window there.
23 We'll be recessing that panel slightly, and
24 we're just trying to acknowledge the -- you
25 know, the original window opening.

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1 BOARD MEMBER OTT: Gotcha. Okay.

2 In my opinion, there -- we've established
3 not a whole lot of pedestrian traffic in this
4 area. And, in fact, with the installation of a
5 new fence that, in my mind, might be locked or
6 closed in the evenings, advertisements are
7 going to be hard for people to see from the
8 street or interact with in this area. So I
9 would just -- I would caution -- if it is an
10 event venue, caution what types of events
11 you're contemplating, and that those colors,
12 those advertisements don't detract from -- I
13 mean, it might be an austere building. It
14 might not have, you know, elaborate
15 architectural features, but it is a handsome
16 building.

17 I would also recommend -- you know,
18 there's 28 color samples on the -- on the
19 company's collection to choose from. And in my
20 opinion, I would maybe ask that we go with a
21 color that is closer to the color of the
22 windows that are existing or will be replaced.
23 I think blue might even clash or detract from
24 some of the information that is going to be
25 advertised on those panels because if the

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1 muntins are blue and -- I think it's a lot of
2 color happening. So that would just be my
3 recommendation.

4 The last question I wanted to ask, the
5 stucco color -- I saw in the JHPC
6 recommendations that they asked for a stucco
7 color darker than the existing brick, and then
8 that is subject to the Planning Department's
9 approval. I like the stucco color. I think it
10 being lighter than the existing brick, it --
11 that's more pleasing to the eye, in my opinion.
12 So how you guys have it would be my personal
13 recommendation, if the Planning Department is
14 open to that. I don't know how that works
15 between the JHPC recommendation and Planning,
16 but that would be my personal recommendation.

17 I'm disappointed by the -- the lack of
18 windows. I do understand, but, again, I also
19 work in a historic building built in 1933. We
20 replaced the windows and have them -- have them
21 bricked in, in some places have them blocked
22 in, drywalled in. So it is possible. And just
23 contemplating future uses of the building, on
24 the first floor at least, I -- I would agree
25 that -- I think some future windows would be --

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1 So I want to ask, since those weren't
2 directly addressed, are the -- if those are
3 recommendations that are acceptable to you.
4 And you really -- the concern is over the
5 second recommendation?

6 DR. BLISS: We have no objection to those
7 recommendations. I'm certainly prepared to
8 comply.

9 BOARD MEMBER SCHILLING: Okay. Great.
10 And then through the Chair to Ms. Kelly,
11 so I wanted to ask -- so I fully understand
12 staff's thought process and thinking on
13 condition -- or recommendation -- I'm sorry.
14 I'm calling them conditions.

15 Recommendation number 2, the three years,
16 is -- in your thinking, is it that the desire
17 be that -- basically, the blocked-in windows
18 become windows or become something else similar
19 to what's being proposed where maybe some are
20 windows, some are decorative features that
21 could be, you know, activated signage or
22 something like that? I just want to get a
23 better insight on your thoughts.

24 MS. KELLY: Through the Chair to
25 Mr. Schilling, the staff's -- the ideal would

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1 would be nice to phase in at some point. So I
2 do support staff's recommendation there.

3 I think that is all of my questions.
4 Thank you.

5 THE CHAIRMAN: Thank you, Ms. Ott.
6 We'll have Mr. Schilling, followed by
7 Board Member Lee on Zoom, and then Councilman
8 Ferraro.

9 BOARD MEMBER SCHILLING: Thank you,
10 Mr. Chairman.

11 So question of the applicant. And this
12 may be for Mr. Bliss. But I know that there
13 are three recommendations of staff, and -- and
14 you've mentioned your concern as the applicant
15 on the three-year requirement, on the second
16 recommendation, but -- but I wanted to check.

17 So the first recommendation was about the
18 screening of the semiprivate, urban open space
19 and making sure that that screening doesn't
20 block the view. And then the other comment,
21 which is recommendation number 3, is that the
22 screening and landscaping of the existing
23 on-site surface lot be brought into compliance
24 with the City's Ordinance Code by July 1st,
25 2024.

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1 be for them to be restored as windows.

2 When you visit the structure, those
3 windows are very grand. They're a beautiful
4 size. And they are still there, they're just
5 kind of filled in. So the idea would be to
6 restore that transparency that the building
7 once had.

8 I would say if there are some sort of
9 creative uses for the structure to have that
10 transparency and that inviting activation, I
11 think we would be open to hearing some of
12 those, given --

13 So the original proposal had the windows
14 filled in, and then they've taken this step.
15 So I think we're sort of inching along to
16 hopefully a place where they feel comfortable
17 that they would be able to restore those
18 windows, because, as Board Member Monahan said,
19 we think of these sites for future use. And
20 hopefully, you know, there will be more
21 pedestrian activation along there and, you
22 know, more reason for the transparency.

23 BOARD MEMBER SCHILLING: Okay. Thank you.
24 That's exactly what I was interested in
25 understanding more. And I guess I would share

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1 just my own thinking, and I think it's been
2 shared by some of the other board members,
3 is -- I do think adding the windows to this
4 building would be a significant enhancement,
5 but at the same time I understand the -- the
6 budget constraints at times.

7 And I'd almost look at this as a phasing
8 exercise of phasing the windows in and -- and,
9 again, I don't know what the answer is, but I
10 support staff's recommendation. I was just
11 going to throw out an idea if -- if maybe five
12 years gives another couple of years, maybe
13 there's some compromise, you know, in the
14 middle that gets us to a spot where maybe this
15 can work for everybody, but --

16 MR. LANE: (Indicating.)

17 BOARD MEMBER SCHILLING: Yes, sir.

18 MR. LANE: I have a suggestion.

19 What makes sense to me is, if the function
20 changes, the issue about windows can be brought
21 up again. But if the function stays the same,
22 I think we have a very strong argument for what
23 we've done.

24 (Dr. Bliss confers with Mr. Lane.)

25 MR. LANE: I'm sorry.

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1 If that function changes, a permit would
2 be required, the renovations would have to
3 happen, and then we can go through this process
4 again. That would be the trigger to reevaluate
5 those openings.

6 DR. BLISS: I endorse what Mr. Lane said,
7 but I would also suggest another potential
8 trigger would be a change of ownership to the
9 property, which might then precipitate
10 revisiting the stipulation about creating
11 window openings.

12 If the Jacksonville Historical Society
13 ever were to sell the property or transfer it,
14 then some alternative user might very well
15 welcome creating new window openings that might
16 suit their operational purposes for the
17 building much better than it does ours.

18 BOARD MEMBER SCHILLING: And so one more
19 question, which I should have asked before I --
20 I've got my questions out of order, is -- so I
21 understand as well.

22 So the windows that are going to be left
23 on the north elevation, in the rendering they
24 look like, you know, they're the same brick as
25 the rest of the building. But, again, to the

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1 point -- I believe that they're not. And
2 they're going to be left that way, right? So
3 as you're coming over the adjacent roadway,
4 you'll see that there are the squares on the
5 side of the building; is that correct?

6 MR. LANE: Yeah, I -- I'm sorry, they
7 didn't do a very good job of filling in those
8 openings. And you're right, the intent is to
9 leave them alone.

10 BOARD MEMBER SCHILLING: Okay. Well -- so
11 I guess where I'll leave my thought process is,
12 similar to some of my fellow board members, I
13 would love to see the north side of the
14 building cleaned up. I recognize there's a
15 timing issue here, and I don't know if there
16 might be some way that we can make a
17 recommendation that staff and the applicant
18 work together on some sort of phasing plan, but
19 I just -- throwing out thoughts and, you
20 know --

21 And I didn't say it, but the overall
22 thought is, I'm very excited about this
23 building being brought back to use and the work
24 that y'all are doing, so -- so I don't want to
25 derail that and certainly want to figure out a

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1 way to keep this moving along, so thank you.

2 THE CHAIRMAN: Thank you, Mr. Schilling.
3 Mr. Lee.

4 BOARD MEMBER LEE: Thank you,
5 Mr. Chairman.

6 Through the Chair to the applicant, with
7 respect to the control joints, what are the
8 size of those in terms of their width?

9 MR. LANE: They're about three-quarters of
10 an inch.

11 BOARD MEMBER LEE: And do you plan to
12 paint those?

13 MR. LANE: Yes.

14 BOARD MEMBER LEE: So they will really
15 stand out?

16 MR. LANE: The color for that painted
17 joint was in our submittal. It's just a dark
18 gray.

19 BOARD MEMBER LEE: All right. Perfect.
20 Thank you.

21 And then the only other comment I have is
22 that I totally agree with Board Member Ott's
23 comment about the blue. I think the blue would
24 be a real distraction from the rest of the
25 building, from the historic nature of the

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1 project, and would prefer to see something
 2 closer to the color of the existing glass or
 3 sort of a neutral, sort of (audio failure).
 4 So that's it. Thank you.
 5 MR. LANE: I don't think we would object
 6 to using the gray color in lieu of the blue.
 7 THE CHAIRMAN: Thank you, Mr. Lee.
 8 Council Member Ferraro stepped out. So in
 9 the meantime, I'll kind of give my comments.
 10 First of all, I know we focused a lot on
 11 the window issue, but I just want to echo some
 12 of my board members in saying that I think this
 13 is a great improvement versus the conceptual.
 14 I think you did a great job with the open
 15 airspace, separating that from the rest of the
 16 building.
 17 I think, by virtue of Mr. Lee not harping
 18 more on the entryway, you've solved his
 19 concerns there.
 20 And I would offer this just maybe as a
 21 piece of practical advice regarding that second
 22 condition about the windows. A couple of
 23 things on that. If I'm reading it correctly, I
 24 think if we removed that stipulation, we would
 25 have to then grant you a deviation from the
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1 board -- some of us may still be here, some of
 2 us may not. We might see what you've done at
 3 that particular point and say, "You know what,
 4 this is working great, let's not change a
 5 thing," or it might make sense at that time to
 6 apply the standards more definitively.
 7 So I would be in support of the staff
 8 recommendation. I think that's a fair offer.
 9 And with that, Council Member Ferraro, I
 10 know you're back in the room now. If you have
 11 any comments, please.
 12 COUNCIL MEMBER FERRARO: I didn't.
 13 Thank you.
 14 THE CHAIRMAN: Sure, Ms. Ott.
 15 BOARD MEMBER OTT: So sorry.
 16 I have a question for staff, I believe.
 17 The way recommendation number 2 is worded,
 18 window rehabilitation of windows on the first
 19 floor of the south elevation, which is the
 20 front, windows on the first and second floors
 21 of the north elevation shall utilize -- so
 22 where -- on the first floor, only talking about
 23 restoration -- phasing in restoration of
 24 windows on the front, south side of the first
 25 floor; is that correct? Am I reading that
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1 existing downtown design overlay standards.
 2 And right now we're essentially kicking that
 3 down the road three years. And if we didn't do
 4 that, would we have to then defer you today so
 5 that we could have a deviation process to
 6 address that at a future DDRB meeting, which
 7 would inhibit your ability to move forward
 8 sooner?
 9 (Councilman Ferraro reenters the
 10 proceedings.)
 11 THE CHAIRMAN: So I guess maybe that's a
 12 question to Ms. Grandin, on a practical level.
 13 MS. GRANDIN: Susan Grandin, Office of
 14 General Counsel.
 15 You're exactly right because the -- the
 16 transparency is part of the overlay. And even
 17 though this isn't right on the sidewalk, it --
 18 the overlay doesn't speak to whether or not
 19 it's right on a sidewalk, so ...
 20 THE CHAIRMAN: Thank you.
 21 So that was one thing just for you to keep
 22 in mind from a schedule perspective.
 23 I, frankly, agree with a lot of my
 24 colleagues that this condition makes sense.
 25 Not to say that in three years a future
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1 correctly?
 2 MS. KELLY: Through the Chair, yes, that
 3 is correct.
 4 BOARD MEMBER OTT: And the first and
 5 second floors, both sides. So only the north
 6 side, which is the back side, on the second
 7 floor?
 8 MS. KELLY: Through the Chair, yes.
 9 So the first floor windows on basically
 10 the front facade, and -- which are currently
 11 blocked in. And then the north elevation,
 12 which is abutting the raised roadway, those
 13 two, first and second floor.
 14 BOARD MEMBER OTT: But on the first floor
 15 to remain blocked in? Because --
 16 MS. KELLY: No. We left that condition so
 17 that all of the windows would need to be
 18 restored.
 19 THE CHAIRMAN: Thank you.
 20 Ms. Ott, does that answer the questions?
 21 Does that clarify?
 22 BOARD MEMBER OTT: I believe so, yeah.
 23 THE CHAIRMAN: Okay. Another maybe just
 24 technical question for Ms. Grandin or staff.
 25 The blue color on the first floor,
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1 south-facing facade, since it's in their
2 presentation, can we still approve this with
3 the understanding that that color could be
4 changed as they go through the permitting
5 process or would you prefer that we actually
6 say, as a Condition 4, that the applicant will
7 continue to work with staff on choosing an
8 appropriate color for that?

9 MS. GRANDIN: I would go ahead and add
10 that as part of the conditions. I think one of
11 the more challenging things about this is going
12 to be the Historic Preservation Commission's
13 requirement that the stucco towers be of a
14 darker color than the brick, so -- Susan Kelly
15 might have a good answer for how you're going
16 to deal with that.

17 MS. KELLY: If I may, so the condition
18 from the JHPC, it says something like, the --
19 shall be a darker color or as otherwise
20 approved by the Planning and Development
21 Department. And we have on record from the
22 meeting minutes at that meeting that the
23 Historic Preservation Commission also, like
24 Ms. Ott, preferred a lighter color, so I think
25 that we have that down. And then, of course,

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1 in the name of inter-departmental coordination,
2 we will let the Planning Department know what
3 this board thought, so ...

4 THE CHAIRMAN: Thank you, Ms. Kelly.
5 And, actually, just as a point of
6 information, I believe now, as of the last year
7 or two, the DIA staff is very, very involved
8 with the other agencies of the City in every
9 step of the permitting process. So whereas
10 perhaps in the past something like that might
11 have flown under the radar, through the cracks,
12 now there's less of a chance of that happening.

13 Mr. Parola.

14 MR. PAROLA: Thank you.

15 I'm sorry, I was just listening to
16 everything that's being said, and I'm going
17 back a few months to a project that I believe
18 one of our board members worked on in the
19 Cathedral District, and it's going to draw a
20 lot of pedestrians.

21 And I'm wondering, to Mr. Schilling's
22 comment, if -- we'll know more about the
23 pedestrian activity in the area in five years
24 versus three. So I'm wondering if five years
25 is a better mark than three, give some of the

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1 residential, particularly on Washington Street
2 and Duval and Church and around that block,
3 some time to blossom. And maybe we'll know
4 more then and go from there.

5 THE CHAIRMAN: Mr. Bliss, Mr. Lane, would
6 five years be better for you than three?

7 DR. BLISS: Five is certainly better than
8 three.

9 THE CHAIRMAN: Understanding that you
10 don't like it at all.

11 DR. BLISS: Yeah. That's a -- that's a
12 fair assessment. But, yeah, that would extend
13 the time frame for, I think, everybody to sort
14 of appreciate what changes are underway in the
15 district more generally.

16 And yeah, I would -- I would hope for a --
17 you know, a significantly evolved sort of
18 nature to that -- that section of the district,
19 section of the DIA overlay more generally.

20 I would also remark that there is one
21 glass pane on the ground floor, north side
22 elevation. It's almost invisible to anybody
23 passing on Duval Street, but it's a window that
24 used to exist and was covered with CMUs,
25 concrete blocks, from the inside in years past,

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1 long before our administration. And the window
2 glass on the side facing Duval Street was
3 broken.

4 There is a population of people who are
5 prone to intrusion on our site, and -- and
6 the -- one of the risks of having window glass
7 on that elevation facing Duval Street is that
8 it's right next to the elevated sidewalk and it
9 can be an inviting target for mischief and
10 vandalism, so that was another reason for our
11 aversion to having actual traditional glass
12 windows on that elevation.

13 The third floor is pretty much isolated
14 and not a tempting target, but the second floor
15 is right at the sidewalk level and just a few
16 feet away.

17 THE CHAIRMAN: Thank you, Mr. Bliss.

18 I think the staff acknowledged that in
19 their report. And should it be the board's
20 will, I'm sure that, if there is a condition,
21 to reevaluate that at some point in the future.
22 That will be a point that, again, comes up.

23 So I guess now we'll move to public
24 comment, I believe.

25 MR. LANE: Mr. Chairman, could I add one

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1 more thing?

2 THE CHAIRMAN: Briefly, Mr. Lane.

3 MR. LANE: Sorry. Could you pull up the

4 north elevation, please?

5 MR. CHISHOLM: (Complies.)

6 MR. LANE: If you could zoom in.

7 MR. CHISHOLM: (Complies.)

8 MR. LANE: We drew a line that showed the

9 elevation of the elevated roadway, and I don't

10 see it on there. It's almost to the top of the

11 windows on the first floor.

12 And that being the case, I would like to

13 exclude the first floor north windows as part

14 of that number 2 condition.

15 I'm sorry, that's the existing. Wrong

16 one.

17 BOARD MEMBER MONAHAN: Xzavier, I believe

18 it's Page 7.

19 MR. LANE: There you go.

20 That bold gray line right there, that's --

21 that's the roadway. And because of that, I

22 think you should exclude -- I would ask that

23 you exclude the first floor windows on the

24 north side as part of Condition Number 2.

25 THE CHAIRMAN: So I'll just briefly ask

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1 the windows. I think we have to consider,

2 under this particular circumstance, that there

3 is a public safety need that is being addressed

4 here by the covering of these windows,

5 particularly on this north elevation, and that

6 this is a necessity here to help protect the

7 building and to help prevent future damage or

8 vandalism from occurring to the building. And

9 I believe the board should make an exception in

10 this particular case on covering these

11 buildings.

12 Regarding the fact that MOCA is open to

13 allow people to walk by and to look at

14 different exhibits, MOCA has a much larger

15 footprint than this building and exhibits can

16 be further away from the source of ultraviolet

17 light, and ultraviolet light could be very

18 specifically damaging to manuscripts, papers,

19 and various other things either on the first

20 floor museum or on the second floor where the

21 archives are being processed.

22 Thank you all very much.

23 THE CHAIRMAN: Thank you.

24 Are there any other additional public

25 comments?

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1 staff, do you -- are you supportive of

2 maintaining your original recommendation with

3 respect to the first floor and then we just

4 revisit that in the future or do you have a

5 differing opinion at this point?

6 MR. PAROLA: I think we're good with

7 adding two years. We'll look at it again in

8 two years.

9 THE CHAIRMAN: Understood.

10 Okay. Mr. Chisholm, do we have any public

11 comments on this project specifically?

12 MR. CHISHOLM: Yes, Mr. Chair. We have

13 Bruce -- and I apologize if I mispronounce the

14 last name -- Fouraker.

15 (Audience member approaches the podium.)

16 THE CHAIRMAN: And as a reminder, if you'd

17 just state your name and address for the

18 record, please.

19 AUDIENCE MEMBER: Yes.

20 THE CHAIRMAN: Thank you.

21 AUDIENCE MEMBER: Bruce A. Fouraker, 4441

22 Genna Trace Court.

23 And I want to come out and speak in

24 support of the project overall. And I do want

25 to comment on Dr. Bliss's comments regarding

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1 MR. CHISHOLM: No, Mr. Chair.

2 THE CHAIRMAN: Thank you.

3 So, with that, I'll be looking for --

4 AUDIENCE MEMBER: Excuse me, I --

5 THE CHAIRMAN: Oh, please. Yeah. And if

6 you wouldn't mind just filling out a speaker

7 card after you speak.

8 AUDIENCE MEMBER: Okay.

9 (Audience member approaches the podium.)

10 THE CHAIRMAN: But, please, again, state

11 your name and address for the record.

12 Thank you so much.

13 AUDIENCE MEMBER: I'm Kristanna Broward

14 Barnes, and I'm the secretary of the

15 Jacksonville Historical Society. My address

16 is -- I'm not going to give you number. It's

17 on Alhambra Drive North.

18 I just want to comment that I'm feeling a

19 little uncomfortable that I don't exactly feel

20 everybody understands, A, where we're located.

21 You have to drive by the jail to get to us, the

22 most easy way.

23 There's nothing around us that would say

24 to pedestrians, "Oh, please, come walk down the

25 sidewalk." I mean, it's just -- it's

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1 landlocked by all these -- all these roads.
 2 The only people, as Mr. Bliss -- Dr. Bliss has
 3 said, is folks that are just up to no good.
 4 You have the drunk people leaving the events at
 5 the Veterans Memorial Center [sic] that walk
 6 down that road to go to the parking lots where
 7 people are charging 30 bucks to park in their
 8 yard. It's just not --
 9 My father bought Broward Design, the first
 10 Jacksonville art museum, on Art Museum Drive.
 11 There were no windows on the front, only to the
 12 rear, because it looked out on nature and to
 13 the front was inviting to people to come in.
 14 It was, again, not a pedestrian site, like
 15 downtown is.
 16 I just would encourage you to come see
 17 where we are to understand the location and how
 18 we just absolutely have no one that wants to do
 19 good for us that walks by.
 20 Thank you.
 21 THE CHAIRMAN: Thank you for those
 22 comments.
 23 Mr. Chisholm, I'm assuming we don't have
 24 any further --
 25 MR. CHISHOLM: (Indicating.)
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1 THE CHAIRMAN: Thank you.
 2 Okay. So, with that, we'll look for a
 3 motion on this project. And just to kind of
 4 sum up what I think I've heard here -- of
 5 course, at the will of the board -- the motion
 6 would potentially have a modification of
 7 Condition Number 2, as well as the addition of
 8 a Condition Number 4 that would leave the exact
 9 color choice of the covering for the first
 10 floor south-facing windows up to staff and the
 11 applicant during the permitting process.
 12 Ms. Kelly.
 13 MS. KELLY: Sorry. Just really quick, I
 14 was just reminded that the Emerald Trail is
 15 scheduled, planned to go right by there, so
 16 hopefully there will be some pedestrians going
 17 by soon.
 18 THE CHAIRMAN: Thank you.
 19 Mr. Schilling.
 20 BOARD MEMBER SCHILLING: Mr. Chairman, if
 21 you're ready, I'm ready to make a motion that's
 22 very similar to what you just said. And
 23 then -- then I'm hoping we might have a minute
 24 or two of discussion, assuming the motion gets
 25 a second.
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1 But I would like to make a motion for
 2 approval of this item with the four
 3 recommendations that have been discussed and
 4 confirming that basically it's recommendation
 5 number 1 as written by staff in the staff
 6 report.
 7 Recommendation number 2; however, changing
 8 the three years to five years.
 9 Recommendation number 3, as written by
 10 staff in the staff report.
 11 And then the addition of a recommendation
 12 number 4 regarding the color and allowing the
 13 applicant to work with staff on that.
 14 So I'll propose that as a motion.
 15 THE CHAIRMAN: There's been a motion by
 16 Mr. Schilling.
 17 Is there a second?
 18 BOARD MEMBER OTT: Second.
 19 THE CHAIRMAN: A second by Ms. Ott.
 20 And we will have additional discussion if
 21 any board members would like to, and we'll
 22 start with Mr. Schilling.
 23 BOARD MEMBER SCHILLING: Thank you,
 24 Mr. Chairman.
 25 And so a couple of things to share. And,
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1 Mr. Parola, you're completely reading my mind
 2 on this. And I think --
 3 And, Mr. Chairman, you actually made a
 4 comment that I think is the perfect
 5 description, is -- the windows at some point
 6 have to be addressed, either through a
 7 deviation or having the glazing installed. And
 8 I think in this case, it's allowing the
 9 opportunity for us to have time to really
 10 understand what develops here.
 11 And to the applicant -- and I apologize
 12 for referring to you as Mr. Bliss. But
 13 Dr. Bliss, this really gives everybody the
 14 chance to understand what's going to happen.
 15 And maybe the answer in five years -- we
 16 realize that -- based on where the archives end
 17 up, the -- three or four or five of the windows
 18 don't need to be windows or ought to be faux
 19 windows or something like that. And I think
 20 this, hopefully, will really provide the
 21 flexibility to get the Historical Society and
 22 the DDRB and DIA to a happy place that works.
 23 So I just wanted to pass along those
 24 thoughts of where I am right now and the
 25 thoughts behind the motion.
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1 DR. BLISS: Thank you.
 2 THE CHAIRMAN: Thank you, Mr. Schilling.
 3 Ms. Ott.
 4 BOARD MEMBER OTT: Thank you, Mr. Chair.
 5 From a safety perspective, CPTED is one of
 6 those theories, but eyes on the street is a big
 7 thing. And so as this pedestrian activity
 8 develops in that district -- because it will.
 9 We've got a lot happening, as we've discussed,
 10 in that area. So there will be more eyes
 11 traveling along the street and then also eyes
 12 from the building out onto the street, in and
 13 out, is a very, very highly added safety
 14 benefit. So I think window transparency is
 15 important. And like my board members said, it
 16 will be addressed at some point down the road.

17 I do -- I like this project. I love
 18 history. I am on the San Marco Preservation
 19 Society, so it's -- it's a very important thing
 20 to preserve our history in our city, so I want
 21 to see the success of the Jacksonville
 22 Historical Society, I want to see the success
 23 of the music museum, I absolutely want to see
 24 all of these records preserved, and I want to
 25 see the space activated. So I am -- I am

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1 excited for what you're doing at this -- at
 2 this project.
 3 THE CHAIRMAN: Thank you, Ms. Ott.
 4 Mr. Monahan.
 5 BOARD MEMBER MONAHAN: Thank you,
 6 Mr. Chair.
 7 And to Dr. Bliss, I echo the comments of
 8 Ms. Ott. You know, another -- the addition of
 9 another cultural institution to downtown is
 10 phenomenal, and I look forward to this coming
 11 on line.

12 And just for the record, didn't mean to
 13 recommend I was making an apples-to-apples
 14 comparison from this building to MOCA as that
 15 was not my intention, but the importance of
 16 feet on the street as high-volume residential
 17 units push toward your location I believe is
 18 going to translate and, you know, is realized
 19 in adding -- or having those windows on the
 20 first floor, so thank you.

21 THE CHAIRMAN: Thank you, Mr. Monahan.
 22 Mr. Davisson.
 23 BOARD MEMBER DAVISSON: Two things, if
 24 we've got any influence on the color. If
 25 the -- the two additions to this building, I'd

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1 suggest that they be light. They need to be
 2 subordinate to the main structure, historical
 3 structure. That is the anchor. It's got the
 4 texture. It's got the material for doing
 5 something light. So I'm just suggesting a
 6 light stucco.

7 Regarding the windows, I believe that -- I
 8 concur with the issue on Davis Street. It's a
 9 drive-by and will always remain so, at least in
 10 our lifetime, and I don't think it's necessary,
 11 you know, on that side, although it is
 12 interesting to -- for those, you know, going
 13 back and forth to games, being able to look in
 14 those windows. I don't see that as the draw.
 15 The draw really is the internal, you know,
 16 courtyard because it's -- you drive to this
 17 spot.

18 Now, there are going to be -- there is new
 19 housing that will be coming in the Cathedral
 20 District, as well as new housing going up right
 21 now, so there will be more pedestrian traffic,
 22 as well as whatever is going on in the
 23 shipyards. But I see it coming from there,
 24 coming from the Emerald Trail, not from Davis
 25 Street, so I'd -- I'd concede on removing that

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1 requirement for glazing on Davis.
 2 THE CHAIRMAN: Thank you, Mr. Davisson.
 3 Mr. Lee, if you have any other comments,
 4 please.

5 BOARD MEMBER LEE: No comments.

6 THE CHAIRMAN: Sorry?

7 BOARD MEMBER LEE: No other comments. I
 8 don't know if you can hear me or not.

9 THE CHAIRMAN: Thank you, Mr. Lee.

10 Final comments from me. Again, I would
 11 just say I think -- now, there's a lot of time
 12 between today and when this issue will come
 13 back up, and my recommendation to you all would
 14 simply be to make the facades in question as
 15 engaging and compelling as possible between now
 16 and then.

17 If it is still your desire down the road
 18 to maintain them as is, without adding
 19 transparency -- because I think at that
 20 particular time, if you do end up seeking a
 21 deviation for some or all of that, the better
 22 it looks, then -- whether it's murals, artistic
 23 design, whatever choices you make in the
 24 interim I think will have a big factor on the
 25 outcome. But other than that, again, great

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1 project.
2 With that, there's been a motion and a
3 second.

4 All in favor of final approval with the
5 conditions described for DDRB 2022-010, please
6 say aye.

7 BOARD MEMBERS: Aye.

8 THE CHAIRMAN: I'm in favor as well.

9 Any opposed?

10 BOARD MEMBERS: (No response.)

11 THE CHAIRMAN: Okay. Congratulations.

12 And that concludes our action items for
13 the day.

14 Before we go further, I'd like to make an
15 introduction. We have Ms. Carla Lopera with us
16 at the table on our left.

17 Ms. Grandin is going to be abandoning the
18 DDRB henceforth, which I am sad about, but we
19 thank you for your service to DDRB and we look
20 forward to Carla's service.

21 And, Carla, more broadly, welcome to the
22 City of Jacksonville. I understand that you're
23 a new addition to OGC.

24 MS. LOPERA: Thank you.

25 MS. GRANDIN: Thank you, Mr. Chair.

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1 THE CHAIRMAN: Okay. And the last couple
2 of items of new business, DDRB officer
3 elections. In a moment, I'm going to ask
4 Ms. Kelly to go over the Special Committee
5 recommendation for the slate for vice chair and
6 secretary.

7 Thank you again, Mr. Lee and
8 Mr. Schilling, for meeting in the interim
9 between this meeting and the last to discuss
10 that.

11 As a matter of process, Ms. Kelly will
12 tell us what the slate is today. At our
13 regular meeting next month we will vote to
14 either approve that slate or I will also accept
15 nominations from the floor. And then at the
16 following meeting, which is the October
17 meeting, the two new officers will assume their
18 roles.

19 So with that, Ms. Kelly, what is our
20 slate?

21 MS. KELLY: So the Nominating Committee,
22 which was Mr. Schilling and Mr. Lee, met on
23 July 26th to develop the slate for vice chair
24 and secretary for the upcoming year. Linzee
25 Ott was nominated as vice chair and Gary

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1 Monahan as secretary.

2 And as the Chair just stated, so the --
3 per the bylaws, the slate is presented to this
4 board at this meeting and then at the regular
5 meeting in September the Nominating Committee
6 shall report the names slated for the positions
7 of vice chair and secretary, and then they
8 would become effective in October.

9 THE CHAIRMAN: Okay. Thank you,
10 Ms. Kelly.

11 The next item of new business, which we
12 talked about at the last meeting, the
13 organizational approach to reviewing our
14 downtown sign code. Again, from a process
15 standpoint, the bylaws stipulate that a special
16 committee needs at least three DDRB members. I
17 will volunteer to participate in that committee
18 and chair it, and we'll be looking for at least
19 two additional board members.

20 Don't worry, Mr. Lee, Mr. Schilling. We
21 will not volunteer you today.

22 I would just ask my colleagues, if you're
23 interested in serving on that special
24 committee, please send an email to staff
25 between now and our next meeting.

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1 And, of course, generally, it will be to
2 talk about the sign code. Specifically what
3 I'm going to ask staff to go over with us is a
4 little bit of a review of the last couple of
5 years, how many special exceptions have we
6 done. As those of you who have been on the
7 board for a few years now know, there have been
8 a decent amount. So we'll get some metrics on
9 how many of those have been requested, what
10 were the circumstances, how many were
11 ultimately approved. And so that -- that's one
12 piece that might inform any changes we make to
13 the sign code.

14 Of course, we involve -- invite
15 stakeholder groups to join us. There will be
16 public comment opportunities. As we know,
17 downtown signage and a variety of the things
18 that go along with that, whether it's lighting,
19 design, et cetera, is a matter that the public
20 likes to weigh in on.

21 So I will draft with staff the charge for
22 the committee between now and September and
23 hope that a couple of you on the board will
24 join me for that special committee.

25 With that, this is not on the agenda, but

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1 we did want to again thank and recognize
 2 Mr. Lee for your service as our chairman for
 3 the last couple of years. And to that end, the
 4 staff and I have a DDRB resolution that I would
 5 ask my board members to consider approving
 6 today, that then we will present to Mr. Lee
 7 when he's back with us.
 8 And if you will allow me, I'll just
 9 quickly read the DDRB resolution, but not too
 10 quickly.
 11 DDRB Resolution 2022-0801. A resolution
 12 of the Downtown Development Review Board in
 13 recognition and appreciation of Mr. Trevor Lee
 14 for his dedication and service on the DDRB, his
 15 dedication and service to downtown, and
 16 providing for an effective date.
 17 Whereas, Mr. Lee was appointed to the DDRB
 18 in 2016, and whereas during his tenure Mr. Lee
 19 has held various leadership positions,
 20 including being elected as chairperson of the
 21 Downtown Development Review Board in June of
 22 2020, after serving the previous year as vice
 23 chair.
 24 Whereas, Mr. Lee was elected chairperson
 25 during the heart of the COVID-19 pandemic. And
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1 of years, but under your leadership things went
 2 smoothly, so we appreciate it.
 3 BOARD MEMBER LEE: Thank you. Very
 4 generous of you all. I appreciate that. Thank
 5 you to the staff too.
 6 THE CHAIRMAN: Okay. That concludes our
 7 business. We will move on to public comments.
 8 Mr. Chisholm, are there any public
 9 comments?
 10 MR. CHISHOLM: No, Mr. Chair.
 11 THE CHAIRMAN: Thank you so much.
 12 So with that, I will adjourn the meeting
 13 at 3:36 p.m.
 14 Thank you, everybody.
 15 (The foregoing proceedings were adjourned
 16 at 3:36 p.m.)
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1 through his leadership, DDRB continued as a
 2 model for transparency and public
 3 accessibility.
 4 Now, therefore be it resolved by the
 5 Downtown Development Review Board:
 6 Section 1, the Downtown Development Review
 7 Board recognizes and extends its appreciation
 8 for Mr. Lee's dedication and service to the
 9 Downtown Development Review Board and downtown.
 10 Section 2, this resolution, 2022-0801,
 11 shall become effective on the date it is signed
 12 by the Chair of DDRB.
 13 And so with that, I will ask one of my
 14 colleagues to make a motion that we approve.
 15 BOARD MEMBER MONAHAN: So moved.
 16 THE CHAIRMAN: Thank you, Mr. Monahan.
 17 There's been a motion for approval. Is
 18 there a second?
 19 BOARD MEMBER SCHILLING: Second.
 20 THE CHAIRMAN: Thank you, Mr. Schilling.
 21 All those in favor, please say aye.
 22 BOARD MEMBERS: Aye.
 23 THE CHAIRMAN: Mr. Lee, you are
 24 unanimously recognized for your service. And
 25 we thank you again. It's been a tough couple
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1 CERTIFICATE OF REPORTER
 2
 3 STATE OF FLORIDA)
 4)
 5 COUNTY OF DUVAL)
 6
 7 I, Diane M. Tropa, Florida Professional
 8 Reporter, certify that I was authorized to and did
 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.
 12
 13
 14
 15 DATED this 20th day of August 2022.
 16
 17
 18
 19 _____
 20 Diane M. Tropa
 21 Florida Professional Reporter
 22
 23
 24
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