

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, March 17, 2022,
commencing at 2:06 p.m., at City Hall, Lynwood Roberts
Room, 117 West Duval Street, Jacksonville, Florida,
before Diane M. Tropaia, FPR, a Notary Public in and for
the State of Florida at Large.

BOARD MEMBERS PRESENT:

- TREVOR LEE, Chairman.
- BRENNA DURDEN, Secretary.
- MATT BROCKELMAN, Board Member.
- FREDERICK JONES, Board Member.
- CHRISTIAN HARDEN, Board Member.
- JOSEPH LORETTA, Board Member.
- GARY MONAHAN, Board Member.

ALSO PRESENT:

- MICHAEL BOYLAN, City Council Member.
- GUY PAROLA, DIA, Operations Manager.
- LORI RADCLIFFE-MEYERS, Redevelopment Coordinator.
- SUSAN GRANDIN, Office of General Counsel.
- XZAVIER CHISHOLM, Administrative Assistant.

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1 So congratulations, Gary, and welcome to
2 the board. And if you want to expound on that,
3 please be my guest.

4 BOARD MEMBER MONAHAN: That was a great
5 introduction. Through the Chair, it's a
6 pleasure to be here. Honor to serve with you
7 all. Look forward to doing the best thing for
8 downtown.

9 THE CHAIRMAN: Welcome to the board.
10 Appreciate that.

11 Thank you, Ms. Radcliff-Meyers.

12 We'll move into the first item, which is
13 the approval of the January 13th, 2022, DDRB
14 regular meeting minutes.

15 Is there any discussion on those meeting
16 minutes?

17 BOARD MEMBERS: (No response.)

18 THE CHAIRMAN: If not, I'll take a motion
19 for approval.

20 BOARD MEMBER BROCKELMAN: I move approval.

21 BOARD MEMBER DURDEN: Second.

22 THE CHAIRMAN: Motion by Mr. Brockelman,
23 second from Ms. Durden.

24 All those in favor, please say aye.

25 BOARD MEMBERS: Aye.

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1 P R O C E E D I N G S
2 March 17, 2022 2:06 p.m.

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4 THE CHAIRMAN: I'll go ahead and call the
5 Thursday, March 17th, 2022, DDRB meeting to
6 order.

7 Before I call any action items, after
8 calling order, I'd like to ask
9 Ms. Radcliffe-Meyers to make an introduction
10 for us.

11 MS. RADCLIFFE-MEYERS: Thank you,
12 Chairman Lee.

13 So I would like to introduce to everybody
14 our new board member, Gary Monahan. He may
15 look familiar to some of you if you like
16 walking downtown like Gary does. Gary is an
17 advocate of downtown walkability and he's
18 vested in creating a vibrant, active, walkable
19 downtown.

20 And it is through this lens that Gary is
21 going to be reviewing projects that come
22 through DDRB. So it's really great to have
23 that user lens. It's great, Gary.

24 So Gary currently works as the assistant
25 director of development at the University of
North Florida and does fund-raising for MOCA.

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1 THE CHAIRMAN: Any opposed?

2 BOARD MEMBERS: (No response.)

3 THE CHAIRMAN: Thank you very much. That
4 motion carries.

5 We're going to re-order our action items
6 today. We're going to take DDRB 2021-017,
7 Lofts at Cathedral multifamily final approval,
8 first.

9 And, Ms. Radcliff-Meyers, could we have a
10 staff report, please?

11 MS. RADCLIFFE-MEYERS: Yes. Thank you,
12 Chairman Lee.

13 So DDRB application 2021-017 seeks final
14 approval for the construction of a mixed-income
15 community consisting of two residential
16 buildings totaling 121 units. The project
17 includes the Florence Davis YWCA building
18 originally constructed in 1949, which will be
19 redeveloped into 29 multifamily units.

20 The final COA for this historic building
21 was approved with conditions on October 27,
22 2021. The new construction consists of a
23 five-story residential complex that will house
24 92 units, which will include studios, one-, and
25 two-bedroom units.

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1 The project was presented to DDRB on
2 January 13, 2022, for conceptual approval and
3 was approved with the following
4 recommendations:

5 At final review the developer shall submit
6 findings that support the request for a
7 deviation from Section 656.361.6.2.A.2(m) to
8 allow for the residential units of the
9 five-story building be raised more than the
10 allowed maximum of 6 feet above a sidewalk
11 public realm to provide a shade study which
12 shows the pedestrian realm meets the 40 percent
13 shade coverage requirement; that the applicant
14 will ensure that the landscape treatment along
15 Church Street sufficiently screens the surface
16 parking lot; and that the applicant will work
17 with staff on the feasibility of placing at
18 least 50 percent of the parking underground.

19 As a reminder, there was also a working
20 meeting that was held on October 4th, 2021,
21 where the need for the deviation was discussed.
22 The applicant has provided the required
23 findings supporting the need for the deviation.

24 At the conceptual meeting, the board added
25 a recommendation that the developer run a cost
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1 and adds to the urban character of the
2 building. The addition of awnings also really
3 provides a downtown vibe. All of these
4 architectural features create interest, provide
5 shadow relief, and help to define distinct
6 modules of the building.

7 The pedestrian connection to the new
8 building has been addressed by removing some of
9 the lower-level parking spaces at the corner of
10 Duval and Liberty Street to create a two-story
11 amenity space. This space provides a
12 connection between the public and private realm
13 and will house a lounge, office space, and a
14 fitness center.

15 The developer is also increasing the
16 sidewalk width along Church Street to 7 feet
17 where currently the width of the sidewalk is
18 3 feet. This creates an enhanced pedestrian
19 experience, which as seen in the images here,
20 will really benefit the surrounding areas.

21 Additional landscape is proposed as well
22 to ensure the surface parking lot is
23 sufficiently screened from the neighboring
24 residential complex.

25 At the conceptual approval meeting, there
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1 estimate and provide information on
2 undergrounding at least 50 percent of the
3 parking. The developer worked with Summit
4 Contracting Group on the cost implications and
5 these were presented to staff.

6 To underground an additional 35 parking
7 spaces would cost the developer \$1,752,430,
8 with each space costing roughly \$50,000. This
9 estimate was also discussed with Robin G.
10 Smith, City engineer and chief of engineering
11 and construction for the City of Jacksonville
12 in the Department of Public Works, and he felt
13 that the estimate was reasonable. But he also
14 noted that it seemed that it did not include
15 design work, which could add an additional 10
16 to 20 percent to the cost.

17 So the developer has continued to work
18 with staff to ensure the design of the building
19 provides details which enhance the urban
20 quality of the building. Again, brick
21 bump-outs, cornice details, parapets and
22 overhangs, and changes in colors and materials
23 create a dynamic building facade.

24 The large limestone base pays reverence to
25 the Cathedral District and the historic YWCA
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1 was discussion regarding the Church Street side
2 of the building. The developer listened to the
3 requests and has added some of the details that
4 are used on the primary facades to help provide
5 interest and shadow relief along this street
6 frontage. So they've added cornice details,
7 the faux balconies, and then the color changes
8 as well facing Church Street.

9 Based on information provided, the
10 Downtown Development Review Board staff
11 recommends final approval of DDRB application
12 2021-017 with the following deviation and
13 conditions:

14 Deviation to Section 656.361.6.2.A.2(m) to
15 allow for the residential units to be raised
16 more than the allowed maximum of 6 feet above
17 the sidewalk; that they will continue to work
18 with staff on the integrated screening
19 technique used on the building to screen the
20 surface parking areas; and that street
21 furnishings shall be in accordance with the
22 updated downtown streetscape design guidelines.

23 And this concludes the staff report, and
24 staff is available for questions.

25 Thank you.

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1 THE CHAIRMAN: Thank you,
2 Ms. Radcliff-Meyers. Appreciate that.
3 If we could have the applicant
4 presentation, Ms. Trimmer. And we've seen the
5 project before, and so if you can focus on the
6 things that have been updated and the things
7 that have changed, I think that would help us.

8 MS. TRIMMER: Checking to see if we'll be
9 able to upload and if I'll be able to click or
10 not.

11 THE CHAIRMAN: Tell me if --

12 MS. TRIMMER: It's perfectly okay.
13 Go ahead and go forward. Keep going.
14 Stop. We can start with that one.

15 Through the Chair, Cyndy Trimmer,
16 1 Independent Drive, Suite 1200, on behalf of
17 the applicant.

18 Thank you so much for the indulgence of
19 letting me get in and out today. I really
20 appreciate it.

21 I have with me Ryan Hoover from Vestcor
22 and Gabriel Divone from Group 4.

23 And Lori did an amazing job running
24 through the changes and giving the high level,
25 so we'll just focus in on the enhanced

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1 landscaping that's been provided, which you can
2 see on the sheet and we'll get into when we get
3 into the elevations.

4 If you want to continue. Perfect.

5 There have been questions when we were
6 here for the last one about the material that
7 would be used on the new multifamily
8 construction and how that was going to interact
9 with the existing YWCA building.

10 So Gabriel's put together slides showing
11 the different brick palettes we're working
12 with. Obviously, there's a lot of shortages in
13 the market so we don't know which of these is
14 going to be available at the time of
15 construction, but you can see from the imagery
16 that each of them has been chosen very
17 carefully to make sure that we are harmonious
18 with the existing historic structure.

19 Stop. So that's perfect. Thank you.

20 The Duval Street and Liberty Street
21 facades are largely as seen before with some
22 enhancements that Lori pointed out. I do want
23 to focus on the Church side because that was
24 the one that had the most feedback in the last
25 hearing. And we did hear you in terms of

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1 working to make sure that we brought those
2 architectural features from the southern and
3 eastern facades onto that northern facade and
4 paid respect to those. We have added the
5 brick, the brick coloring, and the additional
6 window architectural features and faux
7 balconies, where appropriate, on those sides.

8 Slide. Thank you.

9 Going through each of the streets, you
10 have a slip sheet in front of you for Duval,
11 and then we have Liberty and Church Streets.
12 Each of those is deficient and are (inaudible)
13 or exceeding. So the cutouts that we have from
14 each of the vantage points show the frontage
15 amenity and pedestrian clear zones, which will
16 be substantial improvements to the existing
17 condition.

18 Go ahead.

19 For example, if you look at Church Street,
20 which is the most deficient in the existing
21 condition, there is currently a 3-foot swath
22 that goes up in some spaces, but largely is not
23 ADA-compliant today. So with the improvements,
24 we'll be bringing that into compliance and
25 providing the appropriate pedestrian clear zone

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1 and substantial tree canopy, which you can see
2 in the next slides.

3 Go ahead.

4 These are largely unchanged.

5 Thank you.

6 The front ones I won't belabor because
7 they are largely unchanged. The rear one,
8 Ms. Radcliff-Meyers and Mr. Hoover did walks of
9 the site to look for opportunities for
10 additional landscaping to be added to the
11 Church Street frontage and working through what
12 the experience of the townhomes would be behind
13 Church Street, north of the project.

14 So there is additional enhanced
15 landscaping along each of the frontages with
16 additional plantings that you can see here to
17 truly obscure all of that and create that
18 beautiful pedestrian experience.

19 This will be the view coming down Church
20 Street when you're approaching the project, and
21 then on the next slide we show an example of an
22 elevated -- we understand the townhomes, again,
23 are on the second and third floors, to try to
24 give a better idea of what their experience
25 would be so that you can see those additional

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1 architectural features on the side that they
 2 would be facing.
 3 I want to draw your attention briefly to
 4 the packet that was handed out. You have in
 5 that the March 4, 2022, deviation criteria
 6 outline. I'm not going to go over them. I
 7 would just ask that in working through the
 8 approval -- being that presumptuous -- that you
 9 will adopt the findings that were in the staff
 10 report and also each of the itemized criteria
 11 that were outlined in detail for you in the
 12 March 4, 2022, letter.

13 And then you also have the February 28,
 14 2022, Summit report detailing that homework
 15 assignment that we all went back and did. And,
 16 again, that was (inaudible) by the City's
 17 Public Works Department city engineer to make
 18 sure that the numbers were appropriate and not
 19 overinflated.

20 And with that, I will be available for
 21 questions.

22 THE CHAIRMAN: Thank you, Ms. Trimmer. I
 23 appreciate that. Thank you for that
 24 presentation.

25 Mr. Chisholm, do we have any public
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1 the number of trees and foliage, and I think
 2 that's certainly -- that's a character there.

3 All in all, I'd say just please give
 4 consideration to the subtleties of the
 5 proportions that you have and the proportions
 6 of the churches and other buildings. Their
 7 fenestration is a lot more delicate and smaller
 8 of scale.

9 So at this point, I just want to say thank
 10 you for the improvements that you've made.

11 Thank you.

12 THE CHAIRMAN: Thank you, Mr. Pappas.
 13 Appreciate those comments.

14 MR. CHISHOLM: Next, we have Nancy Powell.
 15 (Audience member approaches the podium.)

16 AUDIENCE MEMBER: Nancy Powell, 1848
 17 Challen Avenue, Jacksonville, Florida.

18 I'm also with Scenic Jacksonville, and I
 19 just want to say I appreciate some of these
 20 changes that have been made. We've been
 21 following this project. We particularly like
 22 the shade trees and (inaudible) that,
 23 especially on the sidewalks and on Church -- on
 24 all the sides will make a big difference for
 25 walkability.

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1 comments?

2 MR. CHISHOLM: Yes, Mr. Chair.

3 THE CHAIRMAN: For those of you speaking
 4 today, please make sure that you state your
 5 name and address for the record when you come
 6 to speak. You will be given three minutes.

7 MR. CHISHOLM: First, we have Ted Pappas.

8 AUDIENCE MEMBER: Ted Pappas, 1807
 9 Elizabeth Place.

10 I want to say that I had an opportunity at
 11 looking at the drawings that have been
 12 modified, and I think the improvements have
 13 certainly been significant. I do want to
 14 remind everyone that Jacksonville has a
 15 historic character district. It's going to be
 16 in the Cathedral District, and there are six
 17 important buildings in that district that are
 18 clustered very close together.

19 We're hoping that the subtleties of color
 20 and matching and blending are seriously taken,
 21 especially if you have the -- the YWCA building
 22 has a certain color brick. Our hope is that if
 23 you're trying to blend with that, the contrast
 24 would not be serious.

25 I appreciate the fact that you increased
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1 The entrances -- you know, putting
 2 entrances on two of those streets was
 3 important. We hope that they will be -- it was
 4 hard to see, and we -- in the renderings that I
 5 saw that made us want to really see those
 6 entrances, but those are a good addition to
 7 this project, in addition to the wider
 8 sidewalks.

9 I think there remains a concern about the
 10 compatibility between the historic district,
 11 the historic -- the YWCA and this building.
 12 And one of the things I would like to just ask
 13 you, probably more for the future than for now,
 14 although it could still be changed, is there is
 15 a tendency for all the new buildings to have
 16 three materials and three colors and the
 17 contrast in colors.

18 And if you look at some of the best
 19 architecture, it does not necessarily have
 20 those. And so I would argue, in this case,
 21 fewer colors might improve this project. The
 22 brick is very important, so we would definitely
 23 want to see the brick match the historic
 24 district. But I think that's an overall
 25 question.

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1 When you look at articulation and
 2 variability, it doesn't all have to be this
 3 because, even though they have three different
 4 materials and three different colors, they all
 5 seem to look like.
 6 Anyway, thank you.
 7 THE CHAIRMAN: Thank you, Ms. Powell.
 8 Appreciate those comments.
 9 Mr. Chisholm, any other comments?
 10 MR. CHISHOLM: Yes. We have Ginny Myrick
 11 online. You have three minutes.
 12 MS. MYRICK: Thank you.
 13 I'm Ginny Myrick and I'm president and CEO
 14 of the Cathedral District Jax. Our address is
 15 4446 Hendricks Avenue, 32207.
 16 And first I'd like to say thank you to the
 17 DDRB staff for these changes. They worked hard
 18 to get these changes made, and we appreciate
 19 it. And as a former City Councilwoman, I
 20 understand the power that the DDRB has to
 21 influence the look of downtown.
 22 DDRB has a great responsibility to deliver
 23 excellence for downtown. Affordable housing
 24 only works when it partners with the government
 25 for that gap funding. It allows the developer
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1 to discount some of the apartments. The Lofts
 2 at Cathedral is a \$28 million project;
 3 66 percent of it is government money.
 4 DDRB is the downtown voice of government.
 5 DDRB should care and be a watch dog over the
 6 design of these types of projects. Development
 7 in the Cathedral District should not be a
 8 stand-alone project. It should be part of a
 9 place-making. It should be integrated and
 10 contributing to the neighborhood. Affordable
 11 housing should not stand out as affordable
 12 housing.
 13 The Lofts at Cathedral design can be
 14 dropped down in any suburban, exurban, or rural
 15 part of Duval, and it has. Just look at
 16 Edgewood Avenue in Murray Hill. It's a
 17 repetitive design. It's not integrated into a
 18 historic neighborhood. The Cathedral District
 19 is the most concentrated collection of historic
 20 buildings in DIA's boundaries. It contains
 21 five historic churches and six historic
 22 commercial structures, many of which are
 23 landmarked, including the YWCA.
 24 This apartment complex will live for
 25 50-plus years in downtown. It will be the
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1 DDRB's legacy and, painfully, the legacy of the
 2 Cathedral District.
 3 THE CHAIRMAN: Thank you for those
 4 comments, Ms. Myrick.
 5 Mr. Chisholm, any other comments?
 6 MR. CHISHOLM: That's all, Mr. Chair.
 7 THE CHAIRMAN: Thank you.
 8 Before we move into board comments, I'd
 9 like to just recognize Council Member Boylan.
 10 I appreciate you joining us. Great to have
 11 you. And that being said, we'll move into
 12 board comments.
 13 And we'll start with you, Mr. Jones.
 14 BOARD MEMBER JONES: Thank you, Chairman
 15 Lee.
 16 Again, I think, based on the comments that
 17 I had the last time -- and I understand the
 18 challenge of this site and a lot of the goals
 19 that we're trying to meet in terms of downtown,
 20 I really think they went above and beyond the
 21 call of duty here in terms of the execution of
 22 this final project.
 23 I had some concerns about sidewalks and
 24 screenings. And, of course, I think the
 25 biggest thing that we heard from a lot of the
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1 residents was matching up the materials, and I
 2 think they did a good job of that, so I don't
 3 have any other comments at this point.
 4 Thank you.
 5 THE CHAIRMAN: Thank you, Mr. Jones.
 6 Mr. Harden.
 7 BOARD MEMBER HARDEN: Yeah, I would echo
 8 what Mr. Jones mentioned. I think that we need
 9 to give a lot of credit to staff and to the
 10 applicant for the time that's been put on. And
 11 I heard of multiple site visits. I know
 12 there's been a lot of conversation back and
 13 forth. This has been a several-month process,
 14 so definitely appreciate that.
 15 And I appreciate the fact that, you know,
 16 some of the comments were about the market.
 17 But if the market was such that we could build
 18 a product that would be architecturally
 19 significant in this market, then we would have
 20 every block with an application for a product
 21 at this board. And we don't yet. So I hope
 22 that it gets there. But I do appreciate the
 23 modifications that have been made.
 24 Again, just thank you to staff and the
 25 applicant for all the time that's been put into
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1 it to bring it back to this board.
 2 THE CHAIRMAN: Thank you, Mr. Harden.
 3 Mr. Brockelman.
 4 BOARD MEMBER BROCKELMAN: Thank you,
 5 Mr. Chairman.
 6 Mr. Harden, I think, did a great job
 7 summing up my thoughts as well, so I'll just
 8 leave it there at this time.
 9 THE CHAIRMAN: Ms. Durden.
 10 BOARD MEMBER DURDEN: Thank you,
 11 Mr. Chairman.
 12 Quite frankly, I really struggle with how
 13 I should vote on this project. I am going to
 14 vote for it. But having said that, I want to
 15 say some things about how I see this project
 16 affecting our city.
 17 What I see happening with so many Vestcor
 18 projects is that there's a repetition that I
 19 think is very hurtful, extremely detrimental to
 20 the long-term development of our downtown in
 21 particular.
 22 We see it not only in our downtown, but
 23 we're also seeing it at other parts of our
 24 city. In multiple Vestcor projects we see the
 25 similarity in what -- in the style of the
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1 building with some minor modifications to the
 2 facade.
 3 And I think that in the long-term that
 4 this is very -- it's opposite of what I think
 5 that we, as a board, are trying to make happen.
 6 And not just this board, but I think all of our
 7 city. I think our elected officials are hoping
 8 that, you know -- and striving for a beautiful
 9 architecture that will inspire future
 10 development.
 11 The repetition, as I said, does not in any
 12 way improve upon or advance our goals of an
 13 engaging and activated downtown, one where
 14 people truly are attracted to come downtown to
 15 live and work and play. And as I said, it
 16 doesn't do anything to help inspire the next
 17 project that's going to come along.
 18 I totally understand the financial
 19 pressures. I've been in this business longer
 20 than I care to actually admit. I'm a trained
 21 city planner. I'm not an architect. But
 22 because of the training that I have and the
 23 experience that I have in land development for
 24 all of these years, I feel like I have an
 25 ability to know what works really well and what
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1 doesn't provide that kind of inspiration and,
 2 quite frankly, pride that I think all of us
 3 want to have in our downtown.
 4 This is not about me. It's not even about
 5 us as a board. What it really is is that these
 6 decisions end up coming to us. We end up being
 7 the bottom line of what our downtown is going
 8 to look like. That's what the City Council has
 9 asked us to do, is be the bottom line, to look
 10 at the design. We will be the voices that
 11 demonstrate what our downtown is going to look
 12 like in the future.
 13 So if I may, because I know Ryan well, I
 14 know Steve Moore well -- I don't know Mr. Rood.
 15 But to you and your team and the G 4
 16 architects and all of your team, this is your
 17 home town. It is your home town. And I would
 18 like you to consider in the future, you know,
 19 what your legacy is going to look like, because
 20 you will have a legacy.
 21 And I would ask that you think about and
 22 bring forth your greatest creativity to add to
 23 and to allow us to be prideful and proud of
 24 what our downtown is going to look like.
 25 THE CHAIRMAN: Thank you, Ms. Durden.
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1 Mr. Loretta.
 2 BOARD MEMBER LORETTA: Thank you.
 3 If I see this correctly, we do have three
 4 recommendations from staff, the third of which
 5 talks about site furnishings. That's kind of a
 6 condition; is that correct?
 7 MS. RADCLIFFE-MEYERS: Correct.
 8 BOARD MEMBER LORETTA: And so I'd love to
 9 add just one more condition, which would just
 10 be that if during construction one of these
 11 four oak trees along Church Street were to be
 12 severely impacted, that, at minimum, they have
 13 to come back with a 6-inch oak tree as a
 14 replacement. Right now, there's 12 to
 15 16 inches in size, and by all accounts they're
 16 going to be making minimum adjustments around.
 17 So I'd just like to make sure that they are
 18 maintained and not impacted.
 19 Other than that, I tend to concur with the
 20 majority of the group and I do feel like the
 21 architecture is reasonably elevated for the
 22 surrounding area in this specific section.
 23 So I appreciate everybody's time.
 24 THE CHAIRMAN: Thank you, Mr. Loretta.
 25 Mr. Monahan.
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1 BOARD MEMBER MONAHAN: I echo the
 2 sentiments of my colleagues. I think this is a
 3 good project for the district.
 4 THE CHAIRMAN: Thank you, Mr. Monahan.
 5 Council Member Boylan.
 6 COUNCIL MEMBER BOYLAN: Thank you,
 7 Mr. Chair.
 8 First of all, I want to commend and add my
 9 sentiment to Ms. Myrick's comments with respect
 10 to the role that you play in our community. I
 11 appreciate very much what you do.
 12 Ms. Durden, I do appreciate the caution
 13 you offer up to the Vestcor people recognizing
 14 the legacy they are going to be having for this
 15 area. I do appreciate this, and I -- you're
 16 right. This is not typical Vestcor in terms of
 17 the design. And their willingness to be
 18 attentive to that and melding this into this
 19 community I think is a credit to this board as
 20 much as anything to get them to where they need
 21 to be in this process.
 22 So thank you for the opportunity.
 23 THE CHAIRMAN: Thank you, Council Member
 24 Boylan.
 25 Ms. Trimmer, just a question. The
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1 photographs that were taken of the samples in
 2 front of the brick, is this the brick on the
 3 front of the YWCA?
 4 MS. TRIMMER: Through the Chair, yes,
 5 those are samples on the YWCA brick today.
 6 THE CHAIRMAN: Okay. I think -- based on
 7 the photos, I think they look great. So as
 8 close as you can get to buying this product --
 9 I know there's supply chain issues with that.
 10 But I appreciate you guys taking a photo of
 11 that. I think it looks great.
 12 I think everybody summed up the project
 13 well. I appreciate the hard work by staff and
 14 by Vestcor and by you as we continue to work
 15 with the parties to get us to this point, and
 16 so I appreciate that.
 17 MS. TRIMMER: Through the Chair, if I may
 18 just say, Vestcor is completely comfortable
 19 with the condition recommended by Board Member
 20 Loretta in terms of preserving that tree
 21 canopy.
 22 THE CHAIRMAN: Yeah, I was going to try to
 23 address that. I don't know exactly how to
 24 phrase a -- a recommendation or a criteria that
 25 says "impacting an oak tree," but --
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1 (Simultaneous speaking.)
 2 MS. GRANDIN: Mr. Chair, I had a couple of
 3 questions about that. So the impacting, like
 4 he had a question about that. It takes a
 5 couple of years for trees to actually die from
 6 an impact, you know, construction impact. So I
 7 think maybe putting some kind of time frame on
 8 it -- like, it doesn't have to be next week,
 9 but if it, you know, declines over a period of
 10 two years, then it's, I guess, impacted.
 11 Is that what you were thinking?
 12 BOARD MEMBER LORETTA: Yeah, I mean,
 13 that's fine. I think in the end, generally, I
 14 just would hope that we have proper tree
 15 barricades around the landscape islands where
 16 these trees are and we take proper control.
 17 And if they are, you know, I mean, I guess -- I
 18 was envisioning that if a backhoe runs into it
 19 and rips off half of the side, then, you know,
 20 they're replacing it, you know.
 21 We've got four large trees that provide a
 22 pretty significant canopy, and so I'm glad to
 23 add the two-year time frame to that, but I'm
 24 just wanting -- you know, it seems as though
 25 overall everybody is super happy about that.
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1 And that's one of the saving graces to allow
 2 this, you know, partially to go through.
 3 So let's just not make sure that they
 4 destroy it and replace it with a 3-inch oak
 5 tree.
 6 MS. GRANDIN: Okay. So with the 6-inch
 7 replacement, it was a 6-inch live oak that you
 8 were thinking?
 9 BOARD MEMBER LORETTA: Yeah.
 10 MS. GRANDIN: So the condition might be --
 11 sorry, Guy.
 12 If one of the trees -- if I got this
 13 correct, let me know.
 14 If one of the trees along Church Street is
 15 impacted, then the developer would have to
 16 provide a 6-inch live oak tree replacement.
 17 I don't know, does that capture --
 18 BOARD MEMBER LORETTA: I mean, I feel like
 19 staff could make that decision at that time, if
 20 staff is okay with that. But if staff's not
 21 okay --
 22 MR. PAROLA: Yeah. So I think, if I
 23 could, through the Chair, (inaudible), she's a
 24 landscape architect. So at the beginning and
 25 the end of this project, she will walk it with
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1 the City arborist. And if there's a tree that
 2 doesn't look like it will make it, that tree
 3 will get replaced. I mean, it's in everybody's
 4 enlightened self-interest to do that in lieu of
 5 paying into a tree fund, so we'll do that.
 6 THE CHAIRMAN: I think that's okay. I
 7 mean, I don't know if we have to have an
 8 additional recommendation on top of that
 9 process, do we?
 10 MS. GRANDIN: Well, I think adding the
 11 extra condition in there isn't a bad thing to
 12 put that.
 13 So you would be -- just so you have got
 14 the process down -- and you know this. You
 15 just have to go through each one of the
 16 criteria, the general criteria that go with
 17 this deviation and make a finding on each one.
 18 And then if you want to add the fourth
 19 criteria, you can certainly do that. I think
 20 we've got the notes down.
 21 BOARD MEMBER LORETTA: In the grand scheme
 22 of things, the way tree mitigation would work
 23 is, to some extent, it may accomplish it on the
 24 rest of the property by just planting other
 25 trees elsewhere. And then they can just go
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1 have them --
 2 THE CHAIRMAN: They're in here.
 3 MS. GRANDIN: Okay. So --
 4 THE CHAIRMAN: Well, I guess my question
 5 is, as we go through these and affirm these, do
 6 we need to vote on each one of these?
 7 MS. GRANDIN: Yes.
 8 THE CHAIRMAN: Each one of the criteria?
 9 MS. GRANDIN: Well, you have to make a
 10 positive determination. I don't know that you
 11 have to vote on each one. If there's a
 12 unanimity of thought amongst everybody, then
 13 you wouldn't have to vote on each one.
 14 THE CHAIRMAN: Okay. And then rolling up
 15 to the deviation as a stand-alone item, do we
 16 need to vote on that deviation as a stand-alone
 17 item?
 18 MS. GRANDIN: Well, yes. Yes, you would.
 19 So if you make a determination to each one
 20 of these and then -- right, that adds up to the
 21 deviation, yes.
 22 THE CHAIRMAN: All right. Okay.
 23 MS. TRIMMER: Through the Chair, we would
 24 ask for an initial vote to approve the
 25 deviation based on the letter that is in front
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1 back with that 3-inch or 4-inch oak tree here.
 2 And so I'm just asking it to be a 6-inch,
 3 which would be a little bit more substantial.
 4 That's really the only request.
 5 BOARD MEMBER DURDEN: May I --
 6 THE CHAIRMAN: Yes.
 7 BOARD MEMBER DURDEN: And would that be
 8 for any of the trees? The existing --
 9 BOARD MEMBER LORETTA: Yeah, there's four.
 10 BOARD MEMBER DURDEN: Thank you.
 11 MS. GRANDIN: On Church Street, right?
 12 BOARD MEMBER DURDEN: Okay.
 13 THE CHAIRMAN: We'll add that fourth one,
 14 then, under the recommendations.
 15 Ms. Grandin, will you help us with the
 16 deviation? We need to vote on the deviation as
 17 a stand-alone item or can we vote --
 18 MS. GRANDIN: Right. So just to remind
 19 everybody, the code requires a separate,
 20 positive determination must be made for each
 21 criterion by the reviewing body based upon
 22 competent, substantial evidence in order to
 23 grant the deviation.
 24 So you've got the general deviation
 25 criteria that are in the code, but if you don't
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1 of you and the criteria outlined in the staff
 2 report, which I believe as long as you
 3 reference those three things, you can approve
 4 them kind of en masse, that you recognize it
 5 meets the general and specific criteria.
 6 THE CHAIRMAN: Okay. Anyone brave enough
 7 to make a motion?
 8 BOARD MEMBER LORETTA: Yeah, I'll make a
 9 motion for approval of Deviation Number 1 based
 10 upon the staff report and the letter provided
 11 by the applicant showing consistence with the
 12 BID plan.
 13 BOARD MEMBER DURDEN: Did we refer to the
 14 March 4th letter -- March, 4, 2022?
 15 BOARD MEMBER LORETTA: Yes, ma'am.
 16 March 4, 2022, letter.
 17 THE CHAIRMAN: Okay. And I'll take a
 18 second. And then after the second, I'll affirm
 19 each one of the criteria as part of the motion.
 20 BOARD MEMBER DURDEN: I'll do the second.
 21 THE CHAIRMAN: Okay. We have a second
 22 from Ms. Durden for approval of the deviation
 23 to Section 656.361.6.2.A.2, as Mr. Loretta
 24 stated, affirming:
 25 A, the effect of the proposed deviation is
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1 consistent with and furthers the objectives,
2 policies, design, and intention of the BID
3 plan;

4 B, the request is not based exclusively
5 upon a desire to reduce the cost of developing
6 the site, but would accomplish a substantial
7 public benefit;

8 C, the proposed deviation will not
9 diminish property values in the area
10 surrounding the site and will not interfere
11 with or injure the rights of adjacent
12 properties;

13 D, the request is not a self-imposed
14 hardship;

15 E, the proposed reduction or deviation
16 will not be detrimental to the public health,
17 safety, or welfare, result in additional public
18 expense or the creation of nuisances;

19 And, F, either there are unique site
20 characteristics such as parcel shape, location,
21 existing utility easements, et cetera, that
22 prevent development consistent with
23 these regulations or strict compliance with
24 these regulations will cause undue economic
25 hardship to the developer.

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1 one of the trees along Church Street are
2 impacted, then the developer will have to
3 provide a 6-inch live oak tree to replace it.

4 THE CHAIRMAN: Okay. As stated by
5 Ms. Grandin, those are the conditions of
6 approval.

7 All those in favor, please say aye.

8 BOARD MEMBERS: Aye.

9 THE CHAIRMAN: Any opposed?

10 BOARD MEMBERS: (No response.)

11 THE CHAIRMAN: Motion passes.

12 MS. TRIMMER: Thank you very much. And
13 thank you, again.

14 THE CHAIRMAN: All right. We'll move on
15 to DDRB 2021-020, the LaVilla Center special
16 sign exception.

17 Ms. Radcliff-Meyers, could we have a staff
18 report, please?

19 MS. RADCLIFFE-MEYERS: Yes. Thank you,
20 Chairman Lee.

21 All right. I'll go ahead and get started
22 on it and let everybody get out of --

23 DDRB application 2021-020 seeks approval
24 for a special sign exception to allow for one
25 24-square-foot electronic changing-message

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1 All those in favor, please say aye.

2 BOARD MEMBERS: Aye.

3 THE CHAIRMAN: Any opposed?

4 BOARD MEMBERS: (No response.)

5 THE CHAIRMAN: The deviation carries.

6 Thank you.

7 And then with our motion to approve, we
8 will list the other recommendations as part of
9 that motion to approve?

10 MS. GRANDIN: Right. The conditions on --

11 THE CHAIRMAN: Yeah, the conditions.

12 MS. GRANDIN: I think the motion had
13 conditions to it, those four conditions.

14 So it's approved with conditions.

15 THE CHAIRMAN: So I'll take a motion for
16 approval with conditions.

17 BOARD MEMBER BROCKELMAN: So moved.

18 BOARD MEMBER JONES: Second.

19 THE CHAIRMAN: So moved by Mr. Brockelman.
20 Second by Mr. Jones.

21 Are these conditions required to be read
22 in as part of this motion, or the list that we
23 have created, is that sufficient?

24 MS. GRANDIN: I think the staff
25 recommendation with the addition of the -- if

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1 device sign on a nonstreet frontage wall.

2 As seen on this image, the west-facing
3 wall of the building is not located on the
4 street frontage. The building wall is facing a
5 surface parking lot and a vacant lot; however,
6 the sign is proposed on this wall because it
7 provides better visibility for the business.

8 Per the ordinance, each building is
9 allowed one building identification sign per
10 side of street frontage. Since this wall does
11 not face the street, a special sign exception
12 must be reviewed and approved by DDRB.

13 This request came to the board in December
14 of 2021 for approval, but was pulled prior to
15 the vote. The board requested additional
16 information regarding the use of the building
17 and what the sign would be advertising. The
18 request is to place an electronic
19 changing-message device sign on a nonstreet
20 frontage wall.

21 Again, per the ordinance, an electronic
22 changing-message device means any sign with
23 fixed boundaries, frames, or edges visible from
24 a public right-of-way or approved private
25 street that either, one, displays a verbal or a

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1 numerical message that scrolls from left to
2 right for no more than eight seconds with an
3 eight-second break between messages with all
4 other portions of the sign static and
5 unchanging; or, two, that can change -- excuse
6 me, changes electronically under the following
7 conditions.

8 One, the entire portion of the sign that
9 can change shall be static and unchanging for
10 at least eight seconds; and, two, the time to
11 completely change the entire portion of the
12 sign that can change is a maximum of one
13 second; the change shall occur simultaneously
14 for the entire portion of the sign that can
15 change; and, four, there shall be a default
16 design that will ensure no flashing,
17 intermittent message, or any other apparent
18 movement that is displayed should a malfunction
19 occur.

20 The owner would like the sign to rotate
21 through images of veterans like these shown
22 here on this wall (indicating), not only
23 showing respect to the veteran community, but
24 which would also be in line with the LaVilla
25 Center's mission statement.

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1 The mission statement is: The purpose of
2 the LaVilla Center is to preserve and promote
3 the wall of honor, service, and patriotism
4 which honors the contributions of
5 African-American veterans from the War of 1812
6 to present; to educate, advocate, and pursue
7 economic development opportunities in support
8 of veterans; and to establish a friendship/city
9 relationship with Vietnam through the San
10 Francisco sister cities and the Jacksonville
11 sister cities program.

12 As seen here, there are electronic
13 changing-message device signs found within the
14 Downtown Overlay zone. The proposed sign would
15 be similar to these signs and would be
16 regulated under the same requirements.

17 Based on this information, the Downtown
18 Development Review Board staff recommends
19 approval of DDRB application 2021-020 for a
20 special sign exception to the Downtown Overlay
21 district to allow for one electronic
22 changing-message device sign on a nonstreet
23 frontage totaling 24 square feet.

24 This concludes the staff report, and staff
25 is available for questions.

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1 Thank you.

2 THE CHAIRMAN: Thank you,
3 Ms. Radcliff-Meyers. Appreciate it.

4 If we could have the applicant give their
5 presentation. Just a reminder, please state
6 your name and address for the record.

7 (Mr. Taylor approaches the podium.)

8 MR. TAYLOR: Good afternoon, ladies and
9 gentlemen. Randy Taylor, 4162 St. Augustine
10 Road, Jacksonville, Florida.

11 As she mentioned, this LaVilla Center,
12 it's really foreign and -- veterans foreign
13 affairs. And they do have an attorney's
14 office, I believe, on site, as well. I'm
15 referring to -- this is the owner's daughter,
16 Faith. The last time I was here, there were
17 some questions that I honestly didn't have the
18 answers for. So she is available for any type
19 of questions pertaining to any of the events
20 and things that go on in there.

21 So the building -- he has put a lot of
22 money into renovations of the building. He has
23 taken care of the outside of it and the
24 interior.

25 This, I think, is a great addition for

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1 them to advertise what they do. It's -- you
2 know, it's not like a business we're looking
3 to -- or restaurant-type advertising or
4 something like that. This is to inform people
5 of what they do there and what kind of
6 promotions and things that can help them get
7 into the community and serve the community
8 better.

9 So basically, it's a four-by-six. Some of
10 the signs that you saw on the pictures up
11 there, they are a much larger scale of what
12 this is. This is a 24-square-foot sign, so
13 it's not a huge sign that takes up half the
14 wall or anything like that. This is really for
15 informational purposes.

16 And as far as the images, there was an
17 example.

18 I don't know if you could scroll back to
19 that clip.

20 They do have different things they offer,
21 and this is a good way to show the public as
22 they drive by.

23 The street that is in question, if you
24 look on the map -- there is a map. There you
25 go.

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1 Yeah, as you can see from West Union, the
2 building faces that -- the Broad Street side,
3 you definitely have very good visibility from
4 this intersection. And that's the intent of
5 putting it on this wall, just so -- if you put
6 it on the front of the building, you can see
7 it's so close to the sidewalk, you don't see a
8 sign like that unless you're right there. You
9 have to turn to look at it.

10 So this gives people ample opportunity to
11 take a look at the sign and read what's on
12 there and know if that's something that can be
13 of assistance to the community. Therefore,
14 they were hoping to get this on that side of
15 the building just because of that -- because of
16 the visibility. It lets the sign do its job
17 basically, and it works.

18 If anybody has any questions, I do have
19 the owner's daughter here for any questions. I
20 know the last time, we had questions as to what
21 they did there and such, and that was a little
22 bit out of my realm. So she's here for
23 questions if anyone has any.

24 THE CHAIRMAN: Thank you. Appreciate
25 that.

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1 know, like LaVilla is right there and the Ritz,
2 the Urban League, et cetera. But it's very
3 special to just pay homage to the men and the
4 women, you know, African-Americans who served
5 in times of war.

6 So it's very special to us. So it's
7 special to our father and special to our
8 family.

9 But it just gives, you know, like, light,
10 you know, something positive for, you know,
11 like even the kids in the neighborhood. You
12 know, like a lot of the communities in the
13 neighborhood that come by, you know, and just
14 see the women who -- and the men who
15 contributed to the war.

16 So it is a great -- I'm not sure of
17 word -- but, you know, like a lot of the news
18 broadcasts, you know, have come by and, you
19 know, looked at this -- looked at the wall, the
20 mural on the wall. It just, you know -- so
21 it's really nice.

22 So he actually wants the screen to be,
23 like Mr. Taylor said, on the opposite side so
24 you know it's there because if you drive by,
25 you would have to turn your head and you can't

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1 MR. TAYLOR: You're welcome.

2 THE CHAIRMAN: Mr. Chisholm, any public
3 comments?

4 MR. CHISHOLM: Mr. Chair, I have three
5 speaker request cards, but I believe these are
6 from the applicant. So if you have public
7 comments, this would be the time to make them.
8 But if not --

9 (Ms. Danford approaches the podium.)

10 MS. DANFORD: If you have any questions,
11 my name is Faith Danford. As Mr. Taylor said,
12 my father and I are the owners of the LaVilla
13 Center. It's very important to us. It's very
14 important to him especially. He is a Vietnam
15 veteran. It tells the story of how he
16 graduated college on Friday and drafted on
17 Monday to Vietnam.

18 You know, he and my sister actually just
19 went back to Vietnam two years ago. So he
20 celebrated his 50th anniversary in Vietnam. So
21 it's very special to him. And we put a lot of
22 work into this mural (inaudible) the wall and a
23 lot of money and time and dedication.

24 So if you're ever in the Union and Broad
25 area, you know, it's a historical area. You

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1 see the wall. So it's just for a digital space
2 so that people would know it is behind our
3 building.

4 If anybody has any questions.

5 THE CHAIRMAN: Thank you.

6 And if you wouldn't mind, give us your
7 name and address for the record.

8 MS. DANFORD: Sure.

9 Faith Danford, 531 West Union Street,
10 Jacksonville, Florida 32202.

11 THE CHAIRMAN: Thank you. I appreciate
12 that.

13 MS. DANFORD: Thank you.

14 THE CHAIRMAN: We'll move on to board
15 comments, Mr. Chisholm, if there are no other
16 public comments.

17 MR. CHISHOLM: We do not have any,
18 Mr. Chair.

19 THE CHAIRMAN: Thank you.

20 And we'll start with you Mr. Monahan.

21 BOARD MEMBER MONAHAN: No comments at this
22 time.

23 THE CHAIRMAN: Mr. Loretta.

24 BOARD MEMBER LORETTA: You know, I had
25 comments at the first go-round. I'm still not

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1 a thousand percent desirous of having a digital
2 sign downtown. I think we can claim this as a
3 unique location that would not be one that we
4 should just use as a precedence for other
5 locations.

6 And so with that, I think I could -- I can
7 get around to approval of this. Maybe we can
8 think about making, you know, a request that
9 if -- if the parcel to the west of this does
10 ever get developed that -- you know, we ask
11 them to come back and reevaluate the message
12 sign onto the street frontage or something.

13 But other than that, I think we can -- I
14 could approve to that.

15 THE CHAIRMAN: Thank you, Mr. Loretta.
16 Ms. Durden.

17 BOARD MEMBER DURDEN: Thank you,
18 Mr. Chairman.

19 I do have a question about the -- I know
20 that we received yesterday some additional
21 information, and one of them is a photograph.
22 And I saw it up on the screen.

23 Could you bring that back up, whoever is
24 controlling?

25 Thank you.

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1 So we wanted additional (inaudible) on the
2 opposite side of the building to maybe show
3 some of those -- yes, some of those photos as
4 well, but photos of, you know, different
5 veterans in the wars, not just specifically
6 those.

7 BOARD MEMBER DURDEN: So this is what is
8 currently --

9 MS. DANFORD: Yes.

10 BOARD MEMBER DURDEN: -- on the eastern
11 side of the --

12 MS. DANFORD: Yes.

13 BOARD MEMBER DURDEN: -- elevation,
14 correct?

15 MS. DANFORD: Yes.

16 BOARD MEMBER DURDEN: Okay. I was a
17 little bit confused when I got this, you know,
18 in relation to the sign. I didn't understand
19 the connection. Okay.

20 Back to the sign. And so I'm looking at
21 Page 2 of the staff report and, you know, I --
22 it's not a very big sign.

23 MS. DANFORD: Right.

24 BOARD MEMBER DURDEN: That's probably why
25 I would be willing to vote in favor of it.

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1 MS. RADCLIFFE-MEYERS: It's in my
2 presentation, Xzavier.

3 MR. CHISHOLM: Okay.

4 BOARD MEMBER DURDEN: Thank you.

5 MS. RADCLIFFE-MEYERS: It's the one with
6 all the paintings.

7 BOARD MEMBER DURDEN: Right. So what I'm
8 trying to understand is, is this what the sign
9 itself is going to look like --

10 MS. DANFORD: No.

11 BOARD MEMBER DURDEN: -- or is this a
12 picture of what the whole --

13 MS. DANFORD: I think that's the western
14 elevation.

15 BOARD MEMBER DURDEN: You're going to
16 paint the whole western elevation like this?

17 MS. DANFORD: No. Like, on the back of
18 the building, this is what you see. So if it's
19 on the west side of the building, this is
20 actually a mural that was painted on the
21 building.

22 BOARD MEMBER DURDEN: Okay.

23 MS. DANFORD: So this -- so this was
24 completed about a year and a half ago, where we
25 had a dedication ceremony and things like that.

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1 MS. DANFORD: Okay.

2 BOARD MEMBER DURDEN: I have a lot of
3 respect for what your purposes are --

4 MS. DANFORD: Thank you.

5 BOARD MEMBER DURDEN: -- and can
6 definitely support -- feel that I can support
7 that.

8 I like Mr. Loretta's idea about possibly,
9 you know -- if something is built on that
10 corner, that we come back and readdress that.

11 That seems like it could be a fairly simple
12 condition to be added if the board feels
13 strongly about it.

14 It's a big deal for me to say okay to not
15 only an interior-lit sign but to one that's
16 going to be moving.

17 MS. DANFORD: Right.

18 BOARD MEMBER DURDEN: And like I said, I
19 think because of the size and because of the
20 specific location, we have a one-way street
21 there, that I can -- I will support it.

22 MS. DANFORD: Thank you.

23 BOARD MEMBER DURDEN: Thank you.

24 THE CHAIRMAN: Thank you, Ms. Durden.
25 Mr. Brockelman.

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1 BOARD MEMBER BROCKELMAN: Thank you,
 2 Mr. Chairman.
 3 I'm not totally against electronic signs
 4 downtown. I mean, I think there's a tasteful
 5 way to do it and a tacky way to do it. I trust
 6 that you and your dad, with the pride that you
 7 have in this building, that you'll take a
 8 tasteful route with it. So I'm happy to
 9 support it today. And also, I appreciate your
 10 dad's service in Vietnam.
 11 MS. DANFORD: Thank you.
 12 THE CHAIRMAN: Thank you, Mr. Brockelman.
 13 Mr. Harden.
 14 BOARD MEMBER HARDEN: So I would say what
 15 Mr. Loretta said in a different way. I think
 16 that I would approve it, but make sure that for
 17 future applicants, they know that it's because
 18 of the unique nature, we appreciate what
 19 they're doing there. I don't think that it's
 20 something that we want to offer up anybody
 21 downtown. So that's really important that that
 22 come up.
 23 But also, if the building was to ever
 24 change uses, that it would probably -- we --
 25 yes, so I guess if that's addressed under the
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1 it bifurcates the historic district from the
 2 rest of the core.
 3 So that's why we're even having this
 4 conversation, because if it was a magnificent
 5 street, we probably wouldn't even be seeing it
 6 or having the need for a variable message sign.
 7 So in this case, I side completely with
 8 the applicant. I would have to do the same
 9 thing.
 10 MS. DANFORD: Thank you.
 11 BOARD MEMBER JONES: You're welcome.
 12 THE CHAIRMAN: Thank you, Mr. Jones.
 13 Council Member Boylan.
 14 COUNCIL MEMBER BOYLAN: I'm fine.
 15 Thank you.
 16 BOARD MEMBER HARDEN: I make a motion to
 17 approve.
 18 BOARD MEMBER MONAHAN: Second.
 19 THE CHAIRMAN: Okay.
 20 BOARD MEMBER DURDEN: Is there a
 21 condition?
 22 (Simultaneous speaking.)
 23 THE CHAIRMAN: Well, we have a motion to
 24 approve and we have a second. Let's move to
 25 the discussion, and let's have discussion about
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1 certificate of occupancy or however staff deems
 2 it appropriate so that if it becomes -- I mean,
 3 not that you guys are looking to sell it, but
 4 if it becomes a different use one day, we don't
 5 want it to be used for tacky purposes --
 6 MS. DANFORD: Right.
 7 BOARD MEMBER HARDEN: -- if that makes
 8 sense. So if that's okay with the applicant,
 9 that's how I'd -- but I would support it.
 10 Appreciate it.
 11 THE CHAIRMAN: Thank you, Mr. Harden.
 12 Mr. Jones.
 13 BOARD MEMBER JONES: I don't even think we
 14 would be deliberating this issue if it weren't
 15 for Union Street.
 16 So the elephant in the room is not the
 17 building, which you have done a magnificent job
 18 on, or the need for a variable message sign.
 19 It's the fact that you have what amounts to a
 20 "stroad." It's not a street; it's not a road.
 21 It's somewhere in the middle.
 22 It's doesn't (inaudible) -- it's not
 23 really supporting value creation, which a great
 24 street should do in downtown. It's a massive
 25 freeway that runs right through the heart and
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1 the condition or the potential condition. I
 2 mean, I heard two, one of which I question
 3 because, can we really take this sign approval
 4 away if another building is built in the
 5 future? I mean, is that feasible or no?
 6 MS. GRANDIN: Do you mean another building
 7 to the west --
 8 THE CHAIRMAN: On the corner --
 9 MS. GRANDIN: -- of this building so that
 10 it blocks the sign?
 11 THE CHAIRMAN: Yeah.
 12 MS. GRANDIN: Sure, you can do that. I
 13 think they would probably ask for the sign to
 14 be moved since the building would block
 15 probably -- although Union Street's -- yeah,
 16 it's going that way. So they would probably be
 17 the ones coming and saying, "Hey, there's a
 18 building being built. You can't see our sign
 19 anymore."
 20 THE CHAIRMAN: So is it necessary that we
 21 apply a condition to it, I guess, is --
 22 MS. GRANDIN: Probably not. Probably not
 23 that. But I think the suggestion of making it
 24 specific to this use is a good one. You can do
 25 that.
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1 THE CHAIRMAN: Yeah, I think I would be
 2 more in favor, personally, applying a condition
 3 that the sign is approved to the current owner
 4 and runs with the current owner, and once the
 5 current owner no longer occupies the building
 6 for the use that they are currently using the
 7 building for --
 8 MS. GRANDIN: Right.
 9 THE CHAIRMAN: -- that the sign -- or this
 10 sign approval goes away.
 11 MS. GRANDIN: Right.
 12 MS. DANFORD: Okay.
 13 THE CHAIRMAN: Do I need to phrase that
 14 more succinctly?
 15 MS. GRANDIN: I think that's good. We
 16 have that.
 17 THE CHAIRMAN: Okay. So that will be the
 18 only condition with this approval. And we have
 19 a motion. We have a second. Now we have this
 20 condition. And I'll allow the vote to go
 21 forward now at this point.
 22 All those in favor, please say aye.
 23 BOARD MEMBERS: Aye.
 24 THE CHAIRMAN: And any opposed?
 25 BOARD MEMBERS: (No response.)
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1 THE CHAIRMAN: You have your approval.
 2 MS. DANFORD: Thank you so much.
 3 THE CHAIRMAN: Thank you so much.
 4 MS. GRANDIN: I'm sorry. You need to go
 5 through each one of the criteria.
 6 No?
 7 MR. PAROLA: And then we'll align with the
 8 staff report which goes through each and every
 9 criteria.
 10 MS. GRANDIN: It's not really required in
 11 this part of the code. It's just -- so ...
 12 I would, Mr. Chair, if you don't mind,
 13 just as Guy said, pull out the staff report
 14 for -- this part of the code doesn't
 15 specifically say that you have to find a
 16 positive determination for each criteria.
 17 THE CHAIRMAN: Okay.
 18 MS. GRANDIN: It's just not a bad idea to
 19 do it. So adopt the staff report with that
 20 condition.
 21 THE CHAIRMAN: So can I say that or do we
 22 need to redo this approval?
 23 MS. GRANDIN: Redo it, please, just to
 24 be safe.
 25 THE CHAIRMAN: Okay. So I'll need another
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1 motion for approval with the condition that
 2 we've already listed and letting the staff
 3 report serve as findings for the deviation --
 4 or the special exception.
 5 BOARD MEMBER HARDEN: So moved.
 6 BOARD MEMBER BROCKELMAN: I didn't know if
 7 I needed to reread it. Second.
 8 THE CHAIRMAN: So we have a motion and a
 9 second.
 10 All those in favor, please say aye.
 11 BOARD MEMBERS: Aye.
 12 THE CHAIRMAN: Any opposed?
 13 BOARD MEMBERS: (No response.)
 14 MS. GRANDIN: Thank you.
 15 THE CHAIRMAN: Procedural only.
 16 BOARD MEMBER HARDEN: Mr. Chair, I had one
 17 more thing I wanted to add. And I don't know
 18 if this falls under old business or new
 19 business, but just a comment to make.
 20 THE CHAIRMAN: Give me one second. Let me
 21 just close out the action items. We have no
 22 more action items, so we will move into old
 23 business.
 24 If this is an old business item, we can
 25 certainly hear it.
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1 BOARD MEMBER HARDEN: It's not necessarily
 2 old business, it's just of a general
 3 commentary. Does that fall under new business?
 4 THE CHAIRMAN: Let's do new business.
 5 BOARD MEMBER HARDEN: New business? Okay.
 6 THE CHAIRMAN: Do we have any old business
 7 from the staff?
 8 MS. RADCLIFFE-MEYERS: We do not.
 9 THE CHAIRMAN: All right. We'll move
 10 right into new business.
 11 Mr. Harden.
 12 BOARD MEMBER HARDEN: So I just wanted to
 13 make a comment because, being in the brokerage
 14 business and being an advocate for downtown and
 15 speaking to a lot of developers that are coming
 16 through downtown -- and people don't miss an
 17 opportunity to make commentary to me about the
 18 DDRB and to try to understand, you know, the
 19 role that we serve, particularly people that
 20 are new to Jacksonville and are trying to get
 21 some perspective.
 22 And I think it's important -- and I've
 23 thought about this before, but I think that the
 24 conversation about Vestcor's project in
 25 particular brought it to my attention. I felt
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1 the need to bring it up. That we -- we -- I
 2 shouldn't say "we ought to" because that would
 3 be -- my purpose in saying it is that I think
 4 we should try to be careful about how we
 5 characterize particular developments and their
 6 style and their character because, for example,
 7 with Vestcor, if not for the work that they
 8 have done, we wouldn't have the type of
 9 critical mass we have today.

10 And so I, as a -- the purpose of me -- I
 11 serve on this board because I want to have a
 12 positive impact on downtown Jacksonville and I
 13 believe in all the things we talk about, about
 14 expecting a higher architectural character to
 15 these projects, but the market just doesn't
 16 allow for it.

17 And so I think that if we want to -- we've
 18 brought this up before -- if we want to raise
 19 the standards, then we raise the standards.
 20 But if not, I think we have to be careful to be
 21 overly subjective about the product that they
 22 bring forward. I think it's particularly
 23 sensitive on the riverfront, and I, for one,
 24 will be much more stringent on our expectations
 25 for projects on the riverfront.

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1 meeting. You know, maybe it's something we
 2 could do remotely where we can have that
 3 conversation instead of at this venue and get
 4 some feedback from the public of how we'd do
 5 that productively.

6 But I just don't want to create a guessing
 7 game for applicants in the future.

8 THE CHAIRMAN: Thank you, Mr. Harden.
 9 Is there any other new business?

10 BOARD MEMBERS: (No response.)

11 THE CHAIRMAN: Mr. Chisholm, do we have
 12 any public comments?

13 MR. CHISHOLM: No, Mr. Chair.

14 THE CHAIRMAN: Great. Then I'll consider
 15 us adjourned.

16 Thank you so much.

17 (The foregoing proceedings were adjourned
 18 at 3:05 p.m.)

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1 And I think that we need to do a better
 2 job of conveying that to staff so that as
 3 projects start to come through the pipeline --
 4 I think we're reaching that tipping point to
 5 where the expectations will be higher. And I
 6 believe we have had conversations about
 7 changing the standards. And if we want to do
 8 that, we should do it. We should sit down and
 9 talk about it instead of creating a guessing
 10 game with applicants that come to this board in
 11 the future because that's --

12 The commentary I get is, well, we're not
 13 really sure what the expectation is going to be
 14 of the board. And we've seen some things pass;
 15 we've seen some things get shot down. And so I
 16 think it's detracting people from trying to
 17 invest in downtown. And we absolutely do not
 18 want this.

19 This board wants to find a way, just like
 20 staff, to move things forward and find progress
 21 without the -- you know, without creating a
 22 negative impact down the road because of the
 23 choices we make.

24 So I felt it was important to bring that
 25 up. And perhaps it would serve to have another

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 7 I, Diane M. Tropia, 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
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 14
 15 DATED this 26th day of March 2022.

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