



Downtown Development Review Board

Thursday September 10, 2020

2:00PM

BOARD MEMBERS

Trevor Lee, Chairman

Christian Harden, Board Member

J Brent Allen, Esq. Board Member

Frederick Jones, Board Member

Craig Davisson, Board Member

William J. Schilling Jr., Board Member

Brenna Durden, Esq. Board Member

Joseph Loretta, Board Member

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I. CALL TO ORDER

II. ACTION ITEMS

- A. Approval of the August 20, 2020 DDRB Regular Meeting Minutes
- B. DDRB 2020-014: Regions Bank Special Sign Exception
Applicant: Cyndy Trimmer
- C. DDRB 2010-009: BRT Overland Hub Modification
Applicant: George McGregor
- D. DDRB 2020-015: 218 W Church St Adaptive Reuse Conceptual Approval
Applicant: Brooke Robbins
- E. DDRB 2020-016: 424 N Hogan St Adaptive Reuse Conceptual Approval
Applicant: Brooke Robbins
- F. DDRB 2020-009: Ruby Beach Brewing Co. Final Approval
Applicant: Elias Hionides

III. OLD BUSINESS

IV. NEW BUSINESS

V. PUBLIC COMMENTS

VI. ADJOURNMENT

Interested persons desiring to attend this meeting can only do so via Zoom (including by computer or telephone) using the following meeting access information:

By Computer

Join Zoom Meeting

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Meeting ID: 977 3281 2616

Passcode: 715300

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+1 (646) 558-8656 (New York)

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**Downtown Development Review Board (DDRB)
Meeting
Zoom Meeting**

Thursday, September 10, 2020, 2:00 p.m.

MEETING MINUTES

Board Members Present: T. Lee, Chair; B. Durden, Esq. Secretary; C. Harden; B. Schilling; F. Jones; J. Loretta; and C. Davisson

Board Members Excused: B. Allen, Esq, Vice Chair.

DIA Staff Present: Lori Boyer, Chief Executive Officer, Guy Parola, Operations Manager, Steve Kelley, Lori Radcliffe-Meyers, Redevelopment Coordinator, Ina Mezini, Marketing, and Communications Specialist and Karen Underwood-Eiland

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

Meeting Convened: 2:00 p.m.

Chairman Lee called the meeting to order at 2:00 p.m. Chairman Lee read through the COVID-19 executive order for holding public meetings. Chairman Lee called on Ina Mezini to walk through the Zoom toolbar for the public. Chairman Lee discussed the meeting operating procedures.

II. ACTION ITEMS

A. APPROVAL OF THE AUGUST 20, 2020 DDRB MEETING MINUTES.

A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER SCHILLING APPROVING THE AUGUST 20, 2020 DDRB MINUTES.

THE MOTION PASSED UNANIMOUSLY 7-0-0.

B. DDRB 2020-014: REGIONS BANK SPECIAL SIGN EXCEPTION APPLICANT - CYNDY TRIMMER - Workshop

Cyndy Trimmer, the Applicant/Agent, shared an updated presentation to the Board. Paul Stivender, Corporate Real Estate Regions Bank, and David Calkins, Sign Consultants Regions Bank, was available for any questions.

CEO Boyer pointed out on-going conversations for a year regarding the parking garage site's development. In response to that, they are coming back with this proposal, so the Board was aware of the elimination of the large wall sign and is part and parcel of this request.

The Board Members discussed the project.

Board Member Harden had ex-parte communication with Ms. Trimmer regarding the proposal. The sign on the top is more massive for a historic building that seems to be out of scale.

Board Member Jones echoed the exact concern made by Board Member Harden.

Board Member Davisson had ex-parte communication with Ms. Trimmer. He concurred with the two previous comments about the blade sign.

Board Member Schilling shared that Kimley-Horn is providing services and will recuse from voting.

Board Member Durden agrees with the comments heard regarding the rooftop sign. It is in the wrong location. She addressed concerns about the green neon lighting, are they similar to the Blue lights on the VyStar Building. She also expressed concerns to CEO Boyer and the DIA staff that our sign code does not encompass that type of lighting. She is good with the blade signs and has issues with the location and scale.

Board Member Loretta asked the staff if there was a specific sign criterion for the blade signs. Ms. Radcliffe-Meyers replied that they are allowed 24 square feet. Board Member Loretta commented that the roof sign was missing the industrial look, shown in the applicant's pictures.

Chairman Lee reported ex-parte communication with Ms. Trimmer. He echoed the scale comments. He addressed concerns about setting a precedent of a large billboard sign on the roof for others to have that style of rooftop signs.

Chairman Lee called for Public Comments.

Nancy Powell provided a document to the board. She discussed billboard legislation. Does the signage take away or add to the building? She stated that more giant signs are not better and to think of the collective impact.

Paul Stivender, Corporate Real Estate, Regions Bank stated that they certainly would be mindful of the building's integrity and the nature of the design, which is certainly considered. They want to work, in conjunction with the board, to come up with a viable solution.

Ms. Trimmer appreciated this feedback to see what they will have when they return in October.

Board Member Loretta thought about how they could attempt to make the sign somewhat appearing cohesive to what was done in the past without becoming too over the top.

Chairman Lee mentioned the white lettering with a green triangle with no green background like on the Cowford Chop House sign. The very long horizontal side has a very dark scene that blends in with its architecture. He stated the board has provided enough feedback for Ms. Trimmer and the applicants to work with before conceptual approval.

David Caulkins reported that the size of the current sign is 39.65 square feet this is what would be removed.

Chairman Lee moved to the agenda item F.

**C. DDRB 2012-009: BRT OVERLAND HUB MODIFICATION – APPLICANT:
GEORGE MCGREGOR**

Lori Radcliffe-Meyers reported that DDRB Application 2012-009 is requesting modifications to the Final Approval of the development plans for the Jacksonville Transit Authority (JTA) Bus Rapid Transit (BRT) station at Kings Avenue. The applicant received Final Approval on August 02, 2012, to install 13 BRT locations with the Downtown Overlay District. The applicant is requesting a modification to the Final Approval, which will modify the Kings Avenue Station, approved as a standard Bus Rapid Transit stop with no transit shelters, into a multi-modal mobility hub. The request will alter the original design as follows:

1. Reduce the south driveway width at Kings Avenue (driveway to remain as it exists now)
2. Change the south driveway at Kings Avenue to One-way – enter only.
3. Create a separate entrance for the public access and parking area
4. Re-stripe public parking area to angled parking and add an electric vehicle charging station
5. Add a lane in the public access area for passenger drop-off and pickup
6. Create an exit-only driveway at the north end for the public access area and JTA U2C vehicles
7. Create a separate enter-only driveway at the north end for the Onyx Street/Skyway Station access
8. Add a drop-off and pickup lane for the U2C in the JTA access area
9. Reconfigure the Bus Rapid Transit lane from a saw-tooth pull-in to a straight curb
10. Add branded transit shelters and kiosks

Chairman Lee recused himself from voting on the project.

Jason Teal asked Secretary Durden to take over the meeting.

Secretary Durden took over the meeting for this project.

The Board Members discussed the project.

George McGregor, HDR Vice President, the applicant, presented the project.

Secretary Durden opened the public comments; there were no comments and closed the public remarks.

Board Member Jones recused himself from voting on the project.

Wendi Murray, JTA, was available for questions.

Board Member Loretta had questions regarding the one way in parallel to Gary Street. He inquired about the benches, shelters, and furniture locations. He asked where the connection was.

Board Member Loretta shared his screen and discussed to do away with the landscape to allow pedestrians to go through. Mr. McGregor understood and agreed and would make that change.

Secretary Durden asked about landscaping and public amenities along King Avenue. Mr. McGregor reported the improvements that will be planted along there.

Board Member Jones asked if there would be rectangular crossings with transit fleet in the crosswalks. Greg stated that they are upgrading the lighting on the columns on the overpass.

Schilling reported a previous condition and asked if there was any additional background. Lori RM responded. McGregor, stated that there would be a separate application for the sign.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2012-009 MODIFICATIONS AS FOLLOWS:

- (A) Reduce the south driveway width at Kings Avenue (driveway to remain as it exists now)
- (B) Change the south driveway at Kings Avenue to one-way – enter only DDRB 2012-009 JTA BRT Overland Hub September 10, 2020 Page 4
- (C) Create a separate entrance for the public access and parking area
- (D) Re-stripe public parking area to angled parking and add electric vehicle charging station
- (E) Add a lane in the public access area for passenger drop-off and pickup
- (F) Create an exit-only driveway at the north end for public access area and JTA U2C vehicles
- (G) Create a separate enter-only driveway at the north end for the Onyx Street/Skyway Station access
- (H) Add a drop-off and pickup lane for the U2C in the JTA access area
- (I) Reconfigure the Bus Rapid Transit lane from a saw-tooth pull-in to a straight curb
- (J) Add branded transit shelters and kiosks

THE MOTION PASSED UNANIMOUSLY 5-0-2 (Chairman Lee and Board Member Jones)

D. DDRB 2020-015: 218 W. CHURCH STREET ADAPTIVE REUSE CONCEPTUAL APPROVAL – APPLICANT: BROOKE ROBBINS

Christian Harden exited the proceedings at 3:58 p.m.

Lori Radcliffe-Meyers reported that DDRB Application 2020-015 seeks Conceptual Approval for the Baptist Convention Building’s adaptive reuse at 218 W. Church Street. The proposal is to convert

the building into a mixed-use development with two mercantile suites, a restaurant space, and 24 studio and 1-bedroom apartments. The building is a locally designated landmark designed by Henry Klutho and built-in 1924. The applicant is working with the City of Jacksonville Historic regarding the Certificate of Appropriateness and SHPO to ensure that the locally designated landmark meets the historical requirements. The applicant will not pursue Final Approval until documentation has been received. The site is 0.16 acres and is bounded to the North by Church Street, to the East by the old Federal Reserve Building, to the South by Sweet Pete's, and to the West by the Independent Life Building.

Board Member Lee opened the floor for public comments. There were no public comments.

Brooke Robbins, the applicant, presented the project.

The Board Members discussed the project.

Board Member Durden declared a conflict of interest for items D and E.

Board Member Schilling asked if there were any deviations needed. Ms. Robbins stated that there were no deviations.

Chairman Lee complimented the team on the project. He asked what the uses of the building were. Robbins provided information of the building uses. Lee requested a green wall to soften and a staircase for the final.

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2020-015 WITH THE FOLLOWING RECOMMENDATIONS:

- (A) Before submittal for final review, the developer shall meet with staff to: i) identify any deviations sought;
- (B) At final review, the developer shall provide enough detail to illustrate that the “Pedestrian Zone” meets the definition of such in the Ordinance Code, and meets the various requirements and design/amenity features for the “Pedestrian Zone;”
- (C) Streetlights, benches, and street furnishings shall be placed in the Amenity Area. Street furnishings (e.g. benches, trash receptacles) shall be in accordance with the Downtown Streetscape Design Guidelines.

THE MOTION PASSED UNANIMOUSLY 5-0-1 (Durden recused).

E. DDRB 2020-016: 424 N. HOGAN STREET ADAPTIVE REUSE CONCEPTUAL APPROVAL – APPLICANT: BROOKE ROBBINS.

Lori Radcliffe-Meyers reported that DDRB Application 2020-016 seeks Conceptual Approval for adaptive reuse of the Federal Reserve building built in 1923 and located at 424 N Hogan Street. The proposal is to convert the building into a mixed-use development including restaurant, business, banquet space, and an exterior courtyard for outdoor dining. The applicant is working with the City of Jacksonville Historic regarding the Certificate of Appropriateness and SHPO to ensure that the locally designated landmark meets the historical requirements. The applicant will not pursue Final Approval until documentation has been received. The site is 0.22 acres in the Central Core Overlay District. The site is bound to the North by Church Street, to the East by Hogan Street, to the South by Sweet Pete’s, and the West by the Baptist Convention Building.

Brooke Robbins, the applicant, presented the project. No deviations for the Hogan Street Frontage.

Board Member Lee opened the floor for public comments. There were no public comments.

The Board Members discussed the project.

Chairman Lee thanked Robbins for an excellent project for the new work happening downtown.

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER DAVISSON RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2020-016 WITH THE FOLLOWING RECOMMENDATIONS:

- (A) Prior to submittal for final review, the developer shall meet with staff to:
 - i) identify any deviations sought;
- (B) At the final review, the developer shall provide enough detail so as to illustrate that the “Pedestrian Zone” meets the definition of such in the Ordinance Code, and meets the various requirements and design/amenity features for the “Pedestrian Zone;”
- (C) Streetlights, benches, and street furnishings shall be placed in the Amenity Area. Street furnishings (e.g. benches, trash receptacles) shall be in accordance with the Downtown Streetscape Design Guidelines.

THE MOTION PASSED UNANIMOUSLY 5-0-1 (Durden recused)

F. DDRB 2020-009: RUBY BEACH BREWING CO. FINAL APPROVAL – APPLICANT ELIAS HIONIDES

Lori Radcliffe-Meyers reported that DDRB Application 2020-009 seeks Final Approval for the renovation of an existing two-story brick building formerly known as the Letter Shop and the construction of a new 14’ x 24’ outdoor Beer Garden for the Ruby Beach Brewery. The site is 0.18

acres and is bounded to the North by Forsyth Street, to the South by the Blackstone Building, to the East by the Law Exchange Building, and to the West by the Livery Building.

Board Member Lee opened the floor for public comments.

Elias Hionides, the applicant, provided a presentation with exterior updates.

The Board Members discussed the project.

Board Member Durden inquired about the blade sign and asked the color of the background, material. The applicant responded it was a black background, so the Ruby Beach signs glow. She wondered about the rail, the strength of lumens, and the size of the trees. Elias reported the tree planting program will plant something large in scale to make an impact. She inquired about the shade covers and street details.

Board Member Schilling asked about the expansion of the beer garden for leftover pavement for deliveries. Elias H. responded that a loading door that leads into the brew house facility in the rear would have enough room for a driveway for loading.

Chairman Lee reported the project is very well executed and opened the floor for public comments.

Nancy Powell complimented about the improved project.

Board Member Lee closed the floor for public comments.

A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER LORETTA RECOMMENDING FINAL APPROVAL OF DDRB APPLICATION 2020-009.

THE MOTION PASSED UNANIMOUSLY 7-0-0.

III. OLD BUSINESS
None

IV. NEW BUSINESS
None

V. PUBLIC COMMENTS
None

VI. ADJOURNMENT

There being no further business, Chairman Lee adjourned the meeting at approximately 4:36 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, a recording or transcript is available upon request. Please contact Karen

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Underwood-Eiland, Downtown Investment Authority, at (904) 255-5302 or by email at karenu@coj.net.