



**Downtown Development Review Board (DDRB)  
CITY HALL AT ST. JAMES located at 117 WEST DUVAL ST.  
on the FIRST FLOOR in the LYNWOOD ROBERTS ROOM**

*Thursday, June 7, 2012 - 2:00 p.m.*

<b>Members: Andy Sikes, Chairman</b>	<b>Ex-Officio and Staff Distribution:</b>
Timothy Miller, Vice Chair	Don Robertson, Public Works, Urban Forester
Montasser (Monty) Selim, Secretary	Bill Joyce, PW Chief Engineering & Construction Management
James Bailey, Board Member	Richard Ball, PW, Traffic Operations Division
Chris Flagg, Board Member	Don Redman, Member of Council, District 4
Jonathan Garza, Board Member	Scott Shine, Jacksonville Waterways Commission
Logan Rink, Board Member	James Boyle, JTA Representative
Roland Udenze, Board Member	Vickie Drake, Ex-Officio Member
John Fischer, Board Member	Terry Lorince, Ex-Officio Member
	William Lyle, Ex-Officio Member
<b>Ex-Officio and Staff Distribution:</b>	Joel McEachin, Ex-Officio Member
Paul Crawford, JEDC Acting ED	Michael Sands, Ex-Officio Member
Eric Lindstrom, JEDC Staff Liaison	David DeCamp, Public Information Office
Jim Klement, JEDC Staff Liaison	Michelle Stephens, JEDC Recording Secretary
Jason Teal, Assistant General Counsel	
<b>I.</b>	<b>CALL TO ORDER – Chairman Sikes</b>
<b>II.</b>	<b>ACTION ITEMS – Chairman Sikes</b>
	Approval of the May 3, 2012 Meeting Minutes
	DDRB 2012-006, Request for Conceptual Review – Parador Parking Garage
	DDRB 2012-007, Request for Final Approval Sign Deviations – 318 Broad Street
<b>III.</b>	<b>INFORMATION/DISCUSSION ITEMS – Chairman Sikes</b>
<b>IV.</b>	<b>OLD BUSINESS – Chairman Sikes</b>
<b>V.</b>	<b>NEW BUSINESS – Chairman Sikes</b>
<b>VI.</b>	<b>PUBLIC COMMENTS – Chairman Sikes</b>
<b>VII.</b>	<b>ADJOURNMENT – Chairman Sikes</b>
	Next Scheduled Meeting: Thursday, July 5, 2012 at 2:00 p.m.



**Downtown Development Review Board (DDRB)**  
**City Hall at St. James**  
**117 West Duval St., First Floor, Lynwood Roberts Room**

*Thursday, June 7, 2012 – 2 p.m.*

## **MEETING MINUTES**

**Board Members Present:** Chairman A. Sikes, J. Bailey, J. Fischer, C. Flagg, and R. Udenze

**Board Members Not Present:** M. Selim, T. Miller, J. Garza, and L. Rink

**JEDC Staff Present:** Paul Crawford, Acting Executive Director; Jim Klement, Staff Liaison; Eric Lindstrom, Staff Liaison; and Michelle Stephens, Recording Secretary

**Representing Office of General Counsel:** Jason Teal and Dylan Reingold

### **I. CALL TO ORDER**

Chairman Sikes called the meeting to order at approximately 2:05 p.m.

### **II. ACTION ITEMS**

#### **APPROVAL OF THE MAY 3, 2012 DDRB MEETING MINUTES**

**THE MAY 3, 2012 DDRB MEETING MINUTES WERE APPROVED UNANIMOUSLY 5-0.**

#### **DDRB 2012-006, REQUEST FOR CONCEPTUAL REVIEW – PARADOR PARKING GARAGE**

Board Member Udenze advised that since he works with the two gentlemen presenting the project he would not be voting on the project, but would make comments.

Mr. Reingold commented that he was not sure that Board Member Udenze was allowed to make comments.

Board Member Udenze and Chairman Sikes both commented that Board Members who have had a conflict and did not vote on a project in the past have been allowed to make comments. Mr. Udenze added that he has not worked on the project and is seeing it for the first time today.

Mr. Klement reviewed the project report for DDRB 2012-006; Parador Parking Garage, dated June 7, 2012. The proposed project is a six level, 600 vehicle parking garage located at the southeast quadrant of Bay and Hogan streets in the Downtown Central Civic Core. The proposed project will provide supplemental parking for the SunTrust Tower and Jacksonville Landing developments. The conceptual review information indicates that the project will need to

address possible deviations to the development guidelines prior to DDRB final review and approval which include the following:

1. Deviation from Section 656.361.13 Entrances to not provide an entrance on Bay Street.
2. Application to pursue the development of commercial retail space within the proposed project or receive a deviation from Section 656.361.16 Off-Street Parking Overlay to not provide the required 50 percent retail space on Bay and Hogan street frontages.
3. Deviation from Section 656.361.17 Surface Parking, Trash, Storage, and Loading Area Screening and Landscaping Requirements to not provide required 50 percent retail for frontage on Bay and Hogan streets.
4. Deviation from Section 656.361.20 Streetscape Design Standards to deviate from required streetscape standards for frontage on Bay and Hogan streets.

Chairman Sikes addressing Mr. Chris Holmes, Project Principal with Haskell for the project, advised him that the Board was happy to listen to the presentation, but noted as the project stands today there are a lot of questions offering that they could defer the project today or proceed.

Mr. Holmes replied that they would like to proceed.

Mr. Mike Field (4232 Palmer Ave.) was present to oppose the design submitted for review for the proposed Parador Parking Garage project.

The following were relative comments from the Board:

- Asked if retail on the ground floor would necessitate sprinkling the entire parking garage to include a small space.

Mr. Holmes replied yes, adding that according to the Florida Building Code (Section 903): once you introduce another use (retail). He added that you can have subordinate uses such as parking storage or parking offices under 1,000 square feet before you trigger the sprinkler requirement.

- Noted that the city is granting a \$3.5 million incentive to the developer for the project, adding \$300,000 for a sprinkler system does not seem like a large amount to allow compliance with retail on the ground floor.
- Asked if there had been any thought about connecting the parking garage with the building that it is meant to primarily serve (SunTrust).

Mr. Holmes replied that they have talked about having a covered walkway to that building although it has not been finalized yet.

- Asked if anyone has looked to see whether the retail/sprinkler analysis is true (legal opinion).

- Asked if plans for retail on the ground level would change if sprinkling the entire garage is not required.

Mr. Holmes replied that they have someone currently reviewing the issue (legal opinion) adding that he thought it would be a favorable consideration (retail on ground level) for the developer to not take that hit (sprinkler requirement) as a premium for that space.

- Thought it was a little premature (approval) adding that it makes a huge difference in how the Board proceeds (retail on ground level versus no retail). Not sure there is much to discuss until the requirement of sprinkling the parking garage or not is determined.

Chairman Sikes asked Mr. Reingold for his opinion regarding the Board's discussion of sprinkling the building and the deviation for retail on the first floor.

Mr. Reingold noted that the project was seeking conceptual review, which tends to not deal with the deviation issue(s). He added that because the deviations are so intricately tied to the conceptual plans it would be beneficial for the applicant to hear in context of the overall plan.

As an abundance of caution, Mr. Reingold referenced Section 112.3143 of the FL Statutes (voting conflicts) and recommended that the member (R. Udenze) may not want to participate.

Board Member Udenze responded that it has been a practice of the Board that members disclose their conflict before the discussion, and participate in the discussion. He added that the Board is comprised of members that bring different skill sets to the table in addition to experience and with that would proceed with comments. The benefit is for the overall improvement of downtown.

- Opportunity to articulate the corner of Hogan and Bay streets.
- Referencing the garage reflecting the base of the SunTrust Tower – would like to see that relationship strengthened.
- Need to come up with different ways to activate the façade.
- In order for the city and community to accept the parking garage, it needs to be something different than seen in the past. Our downtown deserves better from a façade treatment perspective and design perspective. The garage should not look like a garage. Need to look at something special, needs to be a multi-purpose, multi-functional facility with parking being one of the functions and its contribution to the downtown landscape being the other.
- The project in the heart of the city without developing a strong linkage to the existing uses that are related to the building and the potential development that is also linked to the

property would be missing a rare opportunity. Feels like taking vacant pieces of property in the heart of the city and putting a big box on it.

- Suggested taking advantage of the site, the opportunities with the adjoining properties and the need to create a linkage between the Landing and the plaza along the corridor and make it a part of the corridor and not a space you have to go by.
- Opportunity for retail at some point needs to be available.

Mr. Scott Wilson representing Council Member Redman commented that he has concerns with the exit points (600 cars and 2 exit points), especially during special events.

After discussion on whether to defer or not defer and due to the extent of comments from the Board and with consensus of the Board, Chairman Sikes deferred conceptual approval of the project suggesting that Board members could meet with the developer in a workshop forum to further discuss the proposed project. A tentative date of June 14 was discussed for a workshop.

When applicant returns to the Board they can request both conceptual and final review.

DDRB 2012-007, REQUEST FOR FINAL APPROVAL SIGN DEVIATIONS – 318 BROAD STREET

Mr. Klement reviewed the project report for DDRB 2012-007, 318 Broad Street Development seeking deviations to the Downtown Sign Overlay Zone and the maintenance code to allow a temporary sales/leasing program for the building located at 318 North Broad St. The building, built in 1909, is an existing two story structure with approximately 3,000 square feet ground floor area. The building has approximately 39 feet of frontage on Broad Street, which also represents the total building façade on Broad Street. The applicant is requesting final approval to allow the following deviations to the Code:

- 1) Deviate from Subpart B. Downtown Sign Overlay Zone, Section 656.1333 (2) (b) (i) (B) temporary window signs that exceed the allowable 35 square feet or 20 percent of total window area, whichever is less, and permit 146 square feet of window area for a temporary period not to exceed 12 months from date of DDRB approval.
- 2) Deviate from Part 5 Jacksonville Downtown Property Maintenance Code – Part II. Minimum Standards for Maintenance Subpart B. Exterior Structure – Section 518.560 Maintenance of Structure Exteriors, (m) and (n) to allow the following:
  - i) Ground floor windows to not be transparent but rather covered and
  - ii) Second floor boarded windows to have color and designs in lieu of black paint for a temporary period not to exceed 12 months from date of DDRB approval.

There were no adverse comments from the Board.

**A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER FISCHER GRANTING FINAL APPROVAL FOR DDRB APPLICATION 2012-007, BROAD STREET DEVELOPMENT SUBJECT TO THE CONDITIONS NOTED BELOW. THE MOTION PASSED UNANIMOUSLY 5-0.**

- 1. Deviate from Subpart B. Downtown Sign Overlay Zone, Section 656.1333 (2) (b) (i) (B) - temporary window signs that exceed the allowable 35 square feet and permit 146 square feet of window area for a temporary period not to exceed 6 months from date of approval by the DDRB.**
- 2. Deviate from Part 5 Jacksonville Downtown Property Maintenance Code – Part II. Minimum Standards for Maintenance Subpart B. Exterior Structure – Section 518.560 Maintenance of Structure Exteriors, (m) and (n) allowing ground floor windows to not be transparent but rather covered with JEDC staff approved graphics and 2<sup>nd</sup> floor boarded windows to have color and designs in lieu of black paint for a temporary period not to exceed 6 months from date of approval by the DDRB.**
- 3. If a tenant is not secured within the initial 6 months, an additional 6 months may be granted, by DDRB staff, for both deviations if written justification is provided to DDRB staff indicating the applicant is still actively marketing the building, and evidence is provided supporting such marketing efforts, and the approved building improvements are maintained in a sufficient manner to market the building.**

### **III. INFORMATION/DISCUSSION ITEMS**

There were no information/discussion items.

### **IV. OLD BUSINESS**

No old business was discussed.

### **V. NEW BUSINESS**

No new business was discussed.

### **VI. PUBLIC COMMENTS**

There were no comments from the public.

**VII. ADJOURNMENT**

The Board discussed the next scheduled meeting date of Thursday, July 5, 2012, and concurred to move the meeting to Thursday, July 12, 2012, due to the fourth of July holiday falling on Wednesday, July 4, 2012.

There being no further business, Chair Sikes adjourned the meeting at approximately 4:07 p.m.

Witness

Downtown Development Review Board

\_\_\_\_\_

\_\_\_\_\_  
Andy Sikes, Chairman

Print Name: \_\_\_\_\_

Vote: In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_