

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING

Proceedings held on Thursday, December 19, 2024,
commencing at 9:01 a.m., at the Jacksonville Public
Library, 303 North Main Street, Multipurpose Room,
Jacksonville, Florida, before Diane M. Tropaia, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

LINZEE OTT, Chair.
MATT BROCKELMAN, Board Member.
ENNIS DAVIS, Board Member.
KEVIN CRAIG, Board Member.
PETER DEIULIIS, Board Member.
FREDERICK JONES, Board Member, via Zoom.
CARL DAWSON, JR., Board Member.
JOSEPH LORETTA, Board Member.

ALSO PRESENT:

GUY PAROLA, DIA, Operations Manager.
CARLA LOPERA, Office of General Counsel.
BRETT JAMES, Director, Planning and Development Dept.
CHRIS MILLER, City Council Member.
AVA HILL, DIA, Administrative Assistant.

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1 amendments are -- or, excuse me, the minutes
2 are approved.

3 Do we have any -- we're not really voting
4 today, but are there any 8B voting conflict
5 forms we need to talk about?

6 BOARD MEMBERS: (Shake heads.)

7 THE CHAIRWOMAN: I'm seeing shaking of the
8 heads. Excellent.

9 I don't know of any old business. Please
10 notify me if there is any. But if not, we will
11 move straight into our big agenda item today,
12 and this one is kind of a funky one. This is a
13 project that DDRB, we, as a body, are not
14 taking any official vote on; however, we are
15 providing feedback in accordance with the PUD,
16 and it -- it has to come through our body in
17 order to move forward in their process, which
18 we want to happen.

19 So thank you all for accommodating this
20 special meeting to make sure that they can move
21 on on schedule.

22 Staff, do we have a report? Any comments?

23 MR. PAROLA: Thank you, Madam Chair.

24 Yeah, we have a presentation we'll give.

25 And we'll walk through, really, where we're at

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1 PROCEEDINGS

December 19, 2024 9:01 a.m.

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3 THE CHAIRWOMAN: Okay. Good morning,
4 everyone.

5 Calling the December 19th Downtown
6 Development Review Board meeting at 9:01 a.m.

7 Thank you all for joining us for this
8 funky, special time, right before the holidays.
9 We appreciate your time and staff making this
10 meeting work. So thanks, everyone.

11 Okay. We have an interesting agenda
12 today. We're going to go ahead and talk about
13 the minutes from the November 14th DDRB
14 meeting.

15 Does anybody have revisions or a motion to
16 approve those?

17 BOARD MEMBER BROCKELMAN: Move approval.

18 BOARD MEMBER LORETTA: Second.

19 THE CHAIRWOMAN: Thank you.

20 All those in favor of approving the
21 minutes, say aye.

22 BOARD MEMBERS: Aye.

23 THE CHAIRWOMAN: Any opposed?

24 BOARD MEMBERS: (No response.)

25 THE CHAIRWOMAN: All right. The

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1 in this stage, what the purview is, how we got
2 here, and what your standard of review is
3 because, as you pointed out, Madam Chair, there
4 is a very specific standard of review for this
5 item because of its current Planned Unit
6 Development zoning district.

7 So just getting right into the
8 presentation, this is a City Capital
9 Improvement Project. Pursuant to the Ordinance
10 Code, Capital Improvement Projects, as they're
11 defined in the Ordinance Code, so greater than
12 a hundred thousand life span of, like, greater
13 than 15 years, of which this one certainly has
14 come to this body for -- for comments. So it's
15 really discussion between you and -- and the
16 contractor or the City.

17 Optimumly, you would see this well before
18 where we're at today. Today -- this is a
19 relatively new process we have, so we would
20 have liked to have seen it at 30 percent plans,
21 but we're very comfortable that, where we're at
22 today, again, because of the standard of
23 review, it's so unbelievably specific and what
24 you're supposed to be looking at and gauging
25 the project on -- would you go another slide

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1 for me? Thank you so much.
 2 So these are the baseball grounds.
 3 Highlighted in yellow is the area of influence
 4 or the area of construction.
 5 You can see where the north arrow is. So
 6 this is on the east side of the property,
 7 running along the west side of Georgia Street.
 8 There's actually two things going on here.
 9 There's uncovered seating and then there's the
 10 team store and the admin offices, which are a
 11 two-story building. You can kind of read --
 12 you know what's going on here.
 13 But really what's going to be interesting
 14 or what you're going to want to look at is just
 15 sort of the -- the elevations and the facade.
 16 Next slide, please.
 17 So the standard of review. Again,
 18 pursuant to the Ordinance Code, this body
 19 provides comments and -- and recommendations in
 20 a very conversational way between you and the
 21 City or you and the City's contractor. There's
 22 no formal action taken, there's no conditions
 23 you put on it.
 24 Typically, you would be reviewing a
 25 project against the -- it would be either the

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1 grounds look like. I, personally, think it
 2 looks like Camden Yards, but that's just me.
 3 Next slide, please.
 4 So these are additions that's being placed
 5 on the building. So you can see the south
 6 facing -- so you're facing south. That's
 7 interior to the existing right field.
 8 You can see east. So if you were actually
 9 standing on home plate, this would be your view
 10 in the right field.
 11 And then you can see -- if you were on
 12 Georgia Street; in other words, the west
 13 facade, you see the -- the construction type
 14 and materiality.
 15 I believe there's one more slide.
 16 And that's just sort of a close-up from
 17 Georgia Street as to what you'll be seeing.
 18 So I think what we'll do is -- you can go
 19 back one slide, and we'll use these slides as
 20 speaking points for -- well, want of a better
 21 term -- the applicant.
 22 Thank you.
 23 THE CHAIRWOMAN: Thank you, Mr. Parola.
 24 We will -- if any representatives for the
 25 project want to come forward and present any

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1 public realm or private realm standards, which
 2 you typically see. However, again, this
 3 property is zoned Planned Unit Development. It
 4 goes back to 2001. This is a creature of the
 5 Better Jacksonville Plan.
 6 And, really, in the yellow highlighted
 7 section, what you're looking for are common
 8 unifying elements of the architectural
 9 design -- I think we know the building, but
 10 I'll show you the existing facades -- and that
 11 the materials and colors will complement -- I'm
 12 assuming they meant "complement" at the time --
 13 the character of East Jacksonville with the
 14 simple use of undecorated but durable materials
 15 such as steel, glass, and brick.
 16 So we're not looking at differentiation.
 17 We're -- that's what you're looking for in the
 18 design.
 19 Next slide, please.
 20 So these are the different existing
 21 facades. As you can see, the -- the main
 22 entrance, it's got glass, it's got brick, and
 23 it's got steel. Ditto for the east facade and
 24 the south facade.

So I think we know what the baseball
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1 more, that would be great.
 2 If I could just ask, please, that --
 3 please clearly state your name and address for
 4 the record so that we can capture that.
 5 Thank you.
 6 (Mr. Raof approaches the podium.)
 7 MR. RAOOF: Good morning, everybody.
 8 Thank you, guys, for being here and
 9 putting this together for us.
 10 We're really excited about this project.
 11 It's been in development with the City and the
 12 Jumbo Shrimp as a partnership for, you know,
 13 well over a year now.
 14 The intent of this project is to really
 15 add an addition to this ballpark to provide
 16 more for, you know, the everyday fans of
 17 Jacksonville and try to wrap that continuous
 18 facade.
 19 So as you see, we are -- we're matching
 20 the brick almost the same -- that same
 21 colonnade look, that same steel look. We're
 22 trying to bring that all the way around the
 23 ballpark.
 24 So we mentioned on the first floor there's
 25 office space, there's retail space, but on the

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1 second floor there's also a club level that can
2 be used for banquets, for events. That's your
3 seating area for the second floor.

4 There is a full commercial kitchen that's
5 built out, so this is a big improvement for the
6 ballpark. It will allow a continuous
7 360-degree access around the ballpark.

8 THE CHAIRWOMAN: Before I forget, could I
9 ask for your name and address?

10 MR. RAOOF: Oh, I'm sorry.

11 I'm Mohammed Raooof with Birken
12 Construction.

13 THE CHAIRWOMAN: Great. Thank you.

14 MR. RAOOF: And we've -- we've brought
15 along our team. We've got a -- our design
16 build partners from OSPOITS. We've also
17 brought Noel with the Jumbo Shrimp.

18 THE CHAIRWOMAN: Awesome. Thank you for
19 being here.

20 I'm going to open it up to board
21 questions. If you guys have -- I mean, you
22 guys are free to come up and answer questions
23 freely, add more context as you'd like.

24 Board members.

25 Mr. Deiuliis.

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1 materiality, it seems fine, like, in the
2 components, but I -- I wonder, if you looked at
3 it next to the existing facades if those
4 facades -- there's just a lot more going on
5 with the colonnades, and if this doesn't look
6 almost a little bit -- I don't want to say
7 boring, but less designed, if that makes any
8 sense.

9 MR. RAOOF: Okay. Yeah, we -- we can
10 provide something that -- that shows a
11 side-by-side comparison. It is, you know,
12 slightly different when you get to the second
13 story, but there is a -- an existing colonnade
14 that wraps all the way around.

15 We're even matching the existing channel
16 steel for the railing, so it -- it should be
17 consistent all the way around for the existing
18 colonnade.

19 The --

20 (Mr. Chuparkoff approaches the podium.)

21 MR. CHUPARKOFF: Hello. Good morning,
22 everybody.

23 I'm Thom Chuparkoff. I'm the architect of
24 record from OSPOITS.

25 Totally appreciate your comment. In fact,

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1 BOARD MEMBER DEIULIIS: Good morning.
2 So one of the things I noticed as I was
3 looking through the packet is the references
4 to, you know, matching existing materials and
5 vernacular. And I think -- in a vacuum, I see
6 that it does that.

7 I think it would be helpful -- so one of
8 my questions coming in today was, if we could
9 see the existing elevations or area, and if we
10 could, you know -- it's more helpful if -- if
11 this addition is next to those, if that makes
12 sense.

13 So the way the graphics are set up right
14 now, I'm looking at this in a vacuum, and then
15 Guy showed a couple of slides of the existing
16 in a vacuum, and -- and you mentioned it. It's
17 a bit more exciting with the colonnades and --
18 and that.

19 So I think it -- it could be helpful for
20 probably a lot of folks to see this -- a view
21 of this on the existing and how it -- how it
22 meets --

23 MR. RAOOF: How it ties together?

24 BOARD MEMBER DEIULIIS: Yeah, because I
25 get a little sense -- this seems -- in

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1 the picture that has the enlarged elevation, if
2 you can go to that, like, we could -- I think
3 it was the third image of Mr. Guy's deck. That
4 one. Like, we could take this image,
5 Mr. Peter, and, like, show you that side by
6 side.

7 But two things to consider as we're trying
8 to articulate the facade. Number one, with all
9 the development that's going on in the
10 neighboring areas, right? 2001 to 2025, very
11 different times, so the materials with Code and
12 refinement -- things change, right?

13 So when Mo was talking about us trying to
14 match this much, we're also trying to -- the
15 Jumbo Shrimp had a directive for us, which we
16 all bought into from the -- day one. It's got
17 to feel like it existed from day one, but it's
18 also got to feel like it existed for day two,
19 right? Which is now, tomorrow, and beyond.

20 So when we're trying to articulate how we
21 get it to look like it's systematic with
22 everything, we've also got to consider the
23 neighbor, which is going to be eventually what
24 happens with -- with, you know, the
25 developments and everything.

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1 So we can take, like, this image to -- to
2 answer that, and do a side-by-side. And I
3 think that's a great idea, so we will do that
4 first.

5 BOARD MEMBER DEIULIIS: Yeah. Thank you.
6 I appreciate the -- your comments, and
7 I -- I agree. It doesn't need to look like
8 it's original.

9 MR. CHUPARKOFF: Yeah.

10 BOARD MEMBER DEIULIIS: Just that it fits
11 with the original. And I think that's what I'm
12 just trying to make sure everybody can see,
13 that it does fit with the original.

14 MR. CHUPARKOFF: Yes, sir.

15 BOARD MEMBER DEIULLIIS: So thank you.

16 THE CHAIRWOMAN: Mr. --

17 BOARD MEMBER DAWSON: In the immortal
18 words of Chico Escuela, without baseball, we
19 would not be reviewing this baseball plan
20 today.

21 One question I have -- is there any way
22 you could cover the stairwell for inclement
23 weather?

24 MR. CHUPARKOFF: You mean like in a full
25 enclosure?

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1 BOARD MEMBER DAWSON: Something to keep
2 your rain -- the rain or the sun off of you.

3 MR. CHUPARKOFF: Well, we do have multiple
4 stairwell accesses. The one that's on the
5 south end is fully enclosed. This one, we --
6 we specifically designed to try to provide some
7 of the matching, existing exterior stairwells
8 that you'll see consistently throughout the
9 ballpark, so it -- it was a specific intent of
10 ours to construct it this way.

11 THE CHAIRWOMAN: I have a question about
12 the team store. Will that be open to street
13 level -- for street-level retail?

14 MR. RAOOF: Yes, ma'am.

15 THE CHAIRWOMAN: Excellent.

16 MR. CHUPARKOFF: Yeah, the -- the image on
17 the screen, under the words "Jumbo Shrimp Team
18 Store," there's -- it's not really depicting
19 properly with the image on the screen, but,
20 like, it -- that's a glass storefront. The
21 street -- you'll be able to buy merchandise,
22 you know, as the store is open on a Monday
23 through Friday, Saturday, Sunday basis, yes,
24 ma'am.

25 THE CHAIRWOMAN: Love it. Go Shrimp.

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1 Mr. Brockelman.

2 BOARD MEMBER BROCKELMAN: I love the
3 overall design. Great job, guys.

4 Just a quick question, and this may be a
5 little bit early in the process, but is there
6 any thought today about, at night, just sort of
7 the lighting and -- and how it will accentuate
8 the architectural details at night with
9 up-lighting or anything else?

10 MR. CHUPARKOFF: Yeah, along the -- along
11 the colonnade there on the bottom side, you
12 know, we're really trying to be articulate with
13 the -- the street-facing side. So there are
14 guard -- lanterns and lights and stuff for
15 ornamental lighting, if you will.

16 You know, there's -- the Jumbo Shrimp, as
17 it's depicted here, it's just representing an
18 opportunity for some front-facing graphics and
19 a moment of branding and whatnot. That's still
20 under development, so there's certainly an
21 opportunity for us to accentuate whatever the
22 Jumbo Shrimp logo in this particular image, you
23 know, manifests into.

24 But, yes, I mean, you know, the -- the way
25 that it presents itself to the street and the

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1 customer and the consumer on the sidewalk is a
2 big deal to this; hence, the scale of the --
3 the mezzanine that is, you know, kind of
4 protruding off the building to kind of just
5 bring down the scale because, as Guy showed,
6 the -- the building footprint is really tight
7 and we're really close to, A, the field; and,
8 B, the -- the sidewalk, so it's a big
9 consideration for our team.

10 THE CHAIRWOMAN: Mr. Craig.

11 BOARD MEMBER CRAIG: Thank you, Madam
12 Chair.

13 For that second floor where the Shrimp
14 logo is, is there any consideration or thought
15 as to the windows, glass? Especially as you
16 look for conference and banquet space,
17 obviously, there will be a lot of development
18 going on in that east-facing component with the
19 stadium of the future and all of that. Is that
20 something that's in consideration?

21 MR. CHUPARKOFF: Yes, sir.

22 Can you go back maybe to one of the other
23 images? I think -- just go back one -- that
24 one right there.

25 So if -- the bottom right image,

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1 Mr. Craig, the -- the image that we showed was
2 just attempting to show all of the materials in
3 one slide, right? The brick, the glass, the
4 steel type of consideration.

5 But in the bottom right image, if you look
6 beyond left of the Jumbo Shrimp, there are some
7 awnings and stuff. That is the banquet space,
8 event -- multi-purpose event. Behind the blank
9 wall, where the Jumbo Shrimp is, is the kitchen
10 that Mo responded to. It's some of the service
11 level/back of house stuff.

12 On the -- on the far left, it's -- it's
13 going to be the -- the image on the top right,
14 to the right, the -- you could see right
15 through the building, right?

16 So it will be a -- it -- you know, I don't
17 want to -- I don't know how we actually
18 classified it. It's really just -- you know,
19 it's -- it's an open-air space, garage doors.
20 It -- you know, you could traverse, you know --
21 you know, both directions.

22 But this one particular section of the
23 second floor is the back of house storage, MEP,
24 and kitchen.

25 BOARD MEMBER CRAIG: Thank you.
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1 last question, just more of interest, I just
2 wonder why the Jumbo Shrimp store is located
3 kind of on the -- the back side, the right
4 field porch, which -- I mean, I guess I -- I
5 get how it's facing the Jaguar stadium. It's
6 maybe the closest to the -- Miller Electric,
7 where the Jaguar store is, but it would seem
8 like it would have made much more sense to have
9 located it closer to the ticket box area and
10 reconfigured the floor plan of the main
11 building. So I just was wondering that
12 methodology there.

13 MR. CHUPARKOFF: Yeah, Noel, he's with the
14 Shrimp, so -- but I will tell you this, we went
15 through a lot of different organizational
16 plans. And, you know, to super simplify it,
17 it's like the Disney gift shop. Like, we're
18 turning the center field into a predominant
19 entry and we're trying to funnel people through
20 the team store, right?

21 So as you come into the ballpark and you
22 leave the ballpark, you're passing through the
23 gift shop, right? So --

24 (Mr. Blaha approaches the podium.)
25 MR. BLAHA: Hello. Good morning.
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1 Very helpful.
2 BOARD MEMBER LORETTA: May I ask a -- the
3 last two questions -- I don't know if we've
4 actually talked about it, but it looks like you
5 can get onto the third floor of this; is that
6 an accurate thought process, or have you guys
7 designed this for third floor access?

8 MR. CHUPARKOFF: Yes, sir. Great
9 observation.

10 In the bottom right image, you see this
11 little black box in the middle that's the MEP,
12 air handlers, and -- and, you know,
13 penthouse-related stuff. But the original
14 idea, as -- (microphone failure) do it, so
15 we -- you know, we have built the second floor
16 to consider the live load and dead load to
17 occupy it.

18 Right now, we're building the stair towers
19 up to receive it, the elevator and both stair
20 towers, which are the -- the egress-required
21 vertical circulation.

22 At this point, it won't be occupied in
23 the -- in the traditional sense, but it is
24 designed to accommodate that.

25 BOARD MEMBER LORETTA: And then I guess my
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1 My name is Noel Blaha with the Jumbo
2 Shrimp, and I think that's -- you know, that's
3 a great question.

4 I help oversee our merchandise operations,
5 and as we talked about needing more floor space
6 and -- and being operational and accessible
7 year-round, the -- the location makes sense to
8 us on a couple of levels.

9 As Thom kind of mentioned, with what's
10 going to be developing across the street and
11 the foot traffic that we anticipate growing
12 in -- with events that will come to the sports
13 complex in the future, we want to be right
14 front and center with that.

15 And as he alluded to as well, just to the
16 right of that bottom screen, we're creating
17 sort of a new entry plaza that will really
18 focus on driving people there, pregame. That
19 space potentially could open before the rest of
20 the ballpark, creating sort of -- if you've
21 been to Atlanta, the Battery Field, outside of
22 the Atlanta Braves ballpark, it's kind of
23 something that we -- we've look to do --
24 influence as well.

25 And as you referenced, the home plate
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1 gate -- you know, since I got to Jacksonville
2 to work with the Suns in 2015, I was always
3 kind of miffed why we park everybody maybe by
4 the football stadium or at the fairgrounds, we
5 force them to walk around the ballpark, they
6 enter at home plate, and they're greeted by two
7 flights of stairs to come up.

8 So the idea would be to gather people sort
9 of in -- in this center field, right field
10 area, come in at street level, peek through,
11 see the field, the green grass, the skyline
12 right behind you, and then make your way around
13 that way as well.

14 So as -- as we plan this all out, and as
15 we -- we want to make sure that we're being
16 really very cognizant of what's going on around
17 us, but as well as controlling how we create
18 the flow and the atmosphere at the ballpark as
19 well.
20 BOARD MEMBER DAVIS: I just want to follow
21 up on that one. I wanted to see if you had any
22 thoughts in terms of how you would approach
23 A. Philip Randolph Boulevard in the future,
24 knowing that, you know, the CVA, which just
25 passed, is going to funnel a lot of investment

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1 along A. Philip Randolph, just north of the
2 stadium. So how would that work into all of
3 this?

4 MR. CHUPARKOFF: Yeah. I think that --
5 you know, we -- we are very in tune with what's
6 happening kind of on the east side as well.
7 And as -- as you look at where this is located,
8 that is -- this entry point would be
9 equidistant, I guess, from -- from A. Philip
10 Randolph, sort of the -- the fairgrounds, the
11 corner there, to the home plate entry as well.

12 So I -- I certainly see -- as things
13 happen there, on the fairground site, as well
14 as, you know, on the other side of the
15 expressway, I see that as a migration of fans
16 and entry points coming from that way to that
17 center field location as well.

18 So I think, you know, just being very
19 aware of the developments and the things that
20 are happening on -- on that side as well, is --
21 is front and center in our minds as well and
22 wanting to make sure that we engage and -- and
23 drive foot traffic that way as well.

24 BOARD MEMBER DEIULLIIS: Concerning the
25 team store, on this elevation facing west,

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1 Georgia Street, so is that -- I apologize.
2 What is that metal panel? What is the brownish
3 material, the dark brown?

4 MR. CHUPARKOFF: Yes, sir.
5 So the. The area -- you said dark brown.
6 The grayish, like, in between the brick?

7 BOARD MEMBER DEIULLIIS: The darker --
8 MR. CHUPARKOFF: Yes, sir.

9 Okay. So, you know, there's -- we
10 considered a lot of different materials. We're
11 trying to, like, you know, use a substance --
12 so that particular material is called
13 Thermochromex. It's a plaster -- like, a
14 stucco-like material, but it takes the -- more
15 texture, and the -- more of an identity of,
16 like, a limestone or something that's more --
17 more monolithic, like the podium of the
18 current -- the limestone on the brick.

19 BOARD MEMBER DEIULLIIS: Okay.

20 MR. CHUPARKOFF: Around the columns. I'm
21 sorry, I misspoke.

22 BOARD MEMBER DEIULLIIS: Okay. No. Yeah,
23 I appreciate that.

24 So I'm wondering, since that is the team
25 store, what -- is that about 12 feet of glazing

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1 right now that's shown, roughly?

2 MR. CHUPARKOFF: Yes.

3 BOARD MEMBER DEIULLIIS: Yeah.

4 So did you -- was there any thought -- I
5 mean, I -- I'm trying to reconcile with the
6 plan, but it looks like there's -- the team
7 store's wider than that. There would be an
8 opportunity for a lot more glazing and probably
9 display --

10 I'm just thinking, to really give that
11 team store a pop from this elevation, that
12 would be a nice feature if you could see the
13 jerseys hanging up and -- you know, more than
14 just the 12-foot --

15 MR. CHUPARKOFF: Yeah. So that was
16 something that we very consciously thought
17 about. And the glass and being able to peek in
18 is great, except it takes away from wall space
19 to be able to display items for sale as well.

20 So the thought on the unglazed part there
21 will be to provide graphics or imagery that
22 would -- we have no doubt that -- that the team
23 store is on the other side of there, but the --
24 the floor space is such that we wanted to
25 maximize the ability to install a slat wall to

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1 display merchandise, I guess would be the
 2 easiest way to look at it.
 3 MR. RAOOF: If you look at the other wall
 4 sections in the retail store, specifically on
 5 the center field side and even on the -- on the
 6 field side, we have significant elements of
 7 glass kind of surrounding it, the glass opening
 8 going into it, a large storefront opening, and
 9 the image on the left going in, and there's
 10 actually more visibility onto the field itself.
 11 But like Noel said, you know,
 12 strategically with it being a -- still a small
 13 space, we've got to find, you know, the best
 14 utilization for the space as far as
 15 merchandising.
 16 BOARD MEMBER DEIULLIIS: Yeah, I get -- I
 17 understand.
 18 So I think probably for future iterations,
 19 what would be helpful and would probably get
 20 people excited -- you know, the -- the
 21 south-facing elevation, it's very dark, it just
 22 disappears there, and then the -- you know, the
 23 west-facing elevation is pretty -- at this
 24 point, it's just pretty conceptual, but it
 25 would be probably valuable to see a rendering

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1 or two of what those could look like because
 2 people do get excited about gift shops, right?
 3 Especially when you have a -- an elevation like
 4 this, it's pretty -- you know, it's fairly
 5 innocuous, and then all of a sudden you have
 6 this pop of color that pulls people in there; I
 7 want to go spend my money and get a jersey and
 8 stuff, so just a thought on the -- the
 9 graphics.
 10 MR. CHUPARKOFF: Yeah. The -- the other
 11 thing I'd just point out, the image on the left
 12 side, the -- the portrait south image, the
 13 shadow is hiding the glass, but that big
 14 rectangle is also more glass, right?
 15 BOARD MEMBER DEIULLIIS: Yeah.
 16 MR. CHUPARKOFF: So you have -- as Mo
 17 said, you have glass from the field, you have
 18 glass from the center field entry, and glass
 19 from the center field -- or, excuse me, from
 20 the street side.
 21 So, yeah, I mean, to your point, like,
 22 just kind of how Noel and the team articulates
 23 that with merchandise and a branding, it's TBD,
 24 but -- but great comment for sure.
 25 BOARD MEMBER DEIULLIIS: Thank you.

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1 THE CHAIRWOMAN: Councilman Miller.
 2 COUNCIL MEMBER MILLER: Thank you, Madam
 3 Chair.
 4 I just wanted to say as -- as a laymen
 5 here, obviously, I like what you-all have done
 6 here, and I -- I see the consistency, the
 7 complementary aspect of the -- of the design,
 8 the materials, the look, the colors with the
 9 front entrance. So, obviously, a lot of
 10 thought went into that, and -- and so I applaud
 11 you for that.
 12 My questions are more about the inside as
 13 far as capacity goes. There used to be -- it
 14 seemed like -- and maybe I -- and maybe I don't
 15 have this right, but it appears that they've
 16 taken away seating capacity in the outfield
 17 bleachers. You know, what was that change, if
 18 you don't mind me asking, from where it was to
 19 where it is?
 20 I know those bleachers weren't full, but
 21 at some point, hopefully, as the popularity
 22 grows and more people want to come to the park,
 23 I would think seating capacity would be a
 24 concern here, and it looks like that's been
 25 reduced.

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1 MR. BLAHA: So not wanting to step on any
 2 fire marshal toes, the -- the capacity won't
 3 change in that you'll see the -- the seating
 4 that is provided there, as well as the standing
 5 room opportunities that are available there
 6 along the -- the railing -- so it doesn't
 7 really change that too much.
 8 And I think, futuristically speaking, as
 9 well, as Thom alluded to, we are looking to
 10 look at that third floor as well for a
 11 Wrigleyville kind of feel overlooking the
 12 field, but certainly the -- the focus would
 13 want to be to make sure that we are able to
 14 hold those capacities, not wanting to reduce
 15 the capacities, but at the same time making it
 16 a comfortable and -- and rewarding experience
 17 for those people that are in those spaces.
 18 MR. CHUPARKOFF: And I would like to just
 19 add that to that.
 20 You know, the game has changed, right?
 21 Like, my son, my nine-year-old boy doesn't want
 22 to sit in a seat for nine innings and watch
 23 baseball, right? He wants to kind of meander.
 24 So what -- you see the seating on the
 25 bottom and the top right image, you see the

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1 fixed seating, right? There's, like, 200
2 chairs/seats there, but to the left of that,
3 there's a standing room drink rail. So there's
4 more -- the whole ledge, you can look and you
5 can observe the field of play.

6 But to Noel's point, that whole rooftop is
7 meant to be more of a -- you know, an
8 unconcentrated load, right? So the capacity
9 still exists. It just exists in a different
10 way, right? So it's more intergauging [sic]
11 with the team, with the -- with the game at
12 hand, and the food and beverage.

13 So the capacity is really the same; it's
14 just distributed a different way.

15 COUNCIL MEMBER MILLER: And the last
16 question is -- it's more of a -- an interest,
17 but, from a baseball fan perspective, did you
18 change the distance from home plate, make it
19 easier for left-handed hitters with this
20 design? What were the changes in distance from
21 where it previously was in the right field?

22 MR. BLAHA: That's a great question.

23 And Major League Baseball is very
24 stringent on their standards of keeping that up
25 as well. So it -- it has come in slightly. I

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1 considered for home run's hitting the ball --
2 hitting the wall, right?
3 We couldn't use a metal panel for oil
4 canning and denting. You know, we didn't want
5 something that was -- had, you know, abrasive
6 edges. So if a ball hits it, it -- you know,
7 it -- it does a weird bounce, so we were trying
8 to be very mindful of what -- when somebody
9 hits the building, like Camden Yards or other,
10 what happens to that, so --

11 THE CHAIRWOMAN: Mr. James.

12 MR. JAMES: Good morning.

13 Did I hear you say that the main entrance
14 to the park is shifting to this new structure?

15 MR. RAOOF: We're creating an additional
16 entrance, and that could be a focal point with
17 that plaza in there as well, keeping the other
18 two entrances active too. And we'll have to
19 see, as things play out with the developments
20 across the street and in the neighborhood,
21 that -- their opportunity there is to create a
22 focal point there too.

23 MR. JAMES: Okay. So a bit of a secondary
24 entrance. I'm just thinking, architecturally,
25 it -- it might be some opportunity to create

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1 think 5 feet maybe, was it?

2 MR. CHUPARKOFF: Yeah, but we went higher.

3 MR. BLAHA: But we went -- the fence goes
4 higher to make up for that shortening of the --

5 MR. CHUPARKOFF: Yeah. I mean, we were
6 chuckling because -- I mean, it was -- we
7 underestimated how much of a good question that
8 is. I mean, we met with Major League Baseball.

9 We met with the Marlins, who is the --
10 affiliation. It was -- it was an exhausting
11 and very thorough process, so --

12 The fence did change, but it went higher,
13 so there's the correlation between -- you know,
14 the right field (inaudible) is still a -- still
15 a really good shot, right? So -- yeah, very
16 interesting.

17 MR. BLAHA: Your home run line will be on
18 the second floor, on the top of the brick, so
19 it will be at a 21-foot-or-so height from the
20 field where it was previously, you know, so --

21 COUNCIL MEMBER MILLER: Okay. Great.
22 Thank you.

23 MR. CHUPARKOFF: And to -- Peter, to your
24 question about the material, the gray, right?
25 That -- the consideration on that was also

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1 more of a stronger image in terms of, come in
2 here, potentially.

3 And then on the -- the brick -- or,
4 visually, it looks a little bit tanner than the
5 rest of the building. I don't know if that's
6 true. Maybe just graphics, maybe
7 intentionally.

8 MR. CHUPARKOFF: No, that's -- it's just
9 a -- kind of a product of the rendering
10 software, right?

11 But what we did do is we evaluated, I
12 think, 16 different brick blends, holding them
13 up to the existing facility until we found, you
14 know, the closest match we can.

15 You know, this -- this stadium was built
16 20 years ago, right? So an exact match is
17 impossible, but we are really close.

18 MR. JAMES: Okay. And sometimes close is
19 quite good.

20 Last item. The -- the wainscot -- I don't
21 know if that's the right term, but it's
22 lower -- if it's even called a wainscot at that
23 point. It seems like it ought to be a little
24 higher if we're going to kind of match what's
25 there, but -- I don't know.

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1 MR. CHUPARKOFF: Yeah. So it -- it's
 2 really hard to see, but you -- the podium of
 3 the building with the limestone to the brick on
 4 the existing building in this image, we do
 5 have, like -- was it, like 30 inches?
 6 MR. BLAHA: Yes.
 7 MR. CHUPARKOFF: From grade up to about
 8 30 inches, which is sort of, you know, where
 9 your knees are at, if you will, is a -- more of
 10 a stone/concrete base, a plinth, and then the
 11 wainscot and the brick goes from there.
 12 So as you turn the corner, there's enough
 13 separation -- when you turn the corner, it
 14 will -- it'll feel familiar.
 15 THE CHAIRWOMAN: All right. I don't want
 16 to pass up an opportunity.
 17 Board Member Jones is on Zoom.
 18 Board Member Jones, I just wanted to give
 19 you an opportunity if you have questions or
 20 comments.
 21 BOARD MEMBER JONES: No. No questions at
 22 this time.
 23 I really appreciate the relocation of the
 24 team store here. I think it's really strategic
 25 and helps with the operation. I know that the
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1 happening across the street, and in addition to
 2 all the activity in the Sports and
 3 Entertainment District. I think that will be a
 4 really eye-catching component.
 5 And you guys have done a lovely job
 6 marrying the old with the new, so thank you.
 7 Thank you, guys, for being here on a Thursday
 8 morning.
 9 MR. RAOOF: Thank you, guys, for your
 10 time.
 11 MR. CHUPARKOFF: Thank you.
 12 THE CHAIRWOMAN: Okay. Ms. Hill, do we
 13 have any public comment cards?
 14 MR. HILL: There are no public comment
 15 cards.
 16 THE CHAIRWOMAN: Okay. Before we adjourn,
 17 is there any other business?
 18 (No response.)
 19 THE CHAIRWOMAN: Okay. I'm going to wish
 20 Mr. Guy Parola a happy birthday. That's the
 21 most important agenda item for the day. So
 22 thank you for being here on your birthday, and
 23 we will stand adjourned at 9:33.
 24 BOARD MEMBER JONES: Happy Birthday, Guy.
 25 (The foregoing proceedings were adjourned
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1 demand for this gear is off the chart.
 2 I remember when the name changed. I was
 3 in Reno, and I saw Jumbo Shrimp in a conference
 4 gift shop there. So I think this all really
 5 makes sense, and I think this is going to help,
 6 obviously, drive revenue, but it's also a great
 7 experience for fans.
 8 Thank you.
 9 MR. CHUPARKOFF: Just to add that -- we're
 10 not relocating the team store. They're adding
 11 another team store, so they're doubling that
 12 opportunity.
 13 BOARD MEMBER JONES: Yeah. You could
 14 probably triple it based on the -- the demand
 15 for this stuff, so great -- great move.
 16 THE CHAIRWOMAN: I keep a Jumbo Shrimp hat
 17 in my car at all times.
 18 All right. Board Members, any other
 19 questions or feedback?
 20 BOARD MEMBERS: (No response.)
 21 THE CHAIRWOMAN: Okay. I just want to
 22 add -- I think I'm going to echo Board Member
 23 Brockelman's suggestion. Really think about
 24 the lighting. That is going to be the cherry
 25 on top of complementing what's going to be
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1 at 9:33 a.m.)
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7 I, Diane M. Tropa, Florida Professional
8 Reporter, certify that I was authorized to and did
9 stenographically report the foregoing proceedings and
10 that the transcript is a true and complete record of my
11 stenographic notes.

12

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15 DATED this 6th day of January 2025.

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