



## **Twice Revised Downtown Development Review Board Agenda**

**Hybrid Virtual In-Person Meeting**

**Thursday, April 21, 2022, at 2:00PM**

### **BOARD MEMBERS**

**Trevor Lee**, Chairman

Brenna Durden, Esq., Secretary

Joseph Loretta, Board Member

Craig Davisson, Board Member

William J. Schilling Jr., Board Member

Matt Brockelman, Board Member

Christian Harden, Board Member

Frederick Jones, Board Member

Gary Monahan, Board Member

**Note:** *The City of Jacksonville and the Downtown Investment Authority are committed to making its website compliant with all state and federal laws, as well as accessible to as many people as possible. The City is currently developing a procedure to make all documents posted on the City's website readable via screen reader. In the meantime, public records that are not currently accessible via screen reader will not be posted to the City's website. To obtain the application materials for tab II.B, tab II.C, tab II.D, or tab II.E, please email Ina Mezini at [RMezini@coj.net](mailto:RMezini@coj.net).*

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

### **II. ACTION ITEMS**

A. Approval of the March 17, 2022, DDRB Regular Meeting Minutes

B. DDRB 2022-003: Fidelity Special Sign Exception

Applicant: Samantha Brever

C. DDRB 2022-004: Jones Brothers Adaptive Reuse Conceptual Approval

Applicant: Cyndy Trimmer

D. Proposed Revisions to the Downtown Overlay

### **III. OLD BUSINESS**

### **IV. NEW BUSINESS**

### **V. PUBLIC COMMENTS**

### **VI. ADJOURNMENT**

*Please be advised that this will be a hybrid virtual in person meeting. Attendees may participate in person or virtually.*

**PHYSICAL LOCATION**

City Hall at St. James Building  
117 West Duval Street  
First Floor, Lynwood Roberts Room  
Jacksonville, Florida 32202

Visitors are encouraged not to enter City owned public buildings if they have: symptoms of COVID-19, a fever of 100.4 degrees Fahrenheit or higher, are currently undergoing evaluation for COVID-19 infection, a diagnosis of COVID-19 in the prior 10 days or have had close contact with someone infected with COVID-19 during the prior 14 days. Any member of the public entering City owned public building may choose to wear a mask inside the building.

**VIRTUAL LOCATION**

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

**By Computer**

<https://zoom.us/j/98596868344?pwd=bFJ1UEhrMmJ2SGNoKzNCdndzTmZLdz09>

**Meeting ID: 985 9686 8344**

**Passcode: 698693**

**One tap mobile**

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

+1 (312) 626-6799 (Chicago)

**Find your local number:** <https://zoom.us/u/avyAuMLXj>



**Downtown Development Review Board (DDRB)  
Meeting  
Hybrid Virtual In-Person Meeting  
Thursday, April 21, 2022 2:00 p.m.**

**MEETING MINUTES**

**Board Members (BMs) Present:** T. Lee, Chair; J. Loretta; F. Jones; C. Harden (late arrival); Gary Monahan; B. Schilling; C. Davisson; and M. Brockelman (via Zoom) (late arrival)

**Board Members Excused:** B. Durden, Esq., Secretary

**DIA Staff Present:** Guy Parola, Operations Manager; Lori Radcliffe-Meyers, Redevelopment Coordinator; and Xzavier Chisholm, Administrative Assistant

**Office of General Counsel:** Susan Grandin, Esq.

**Council Members Present:** Michael Boylan and Al Ferraro

**I. CALL TO ORDER**

Chairman Lee called the meeting to order at **2:01 p.m.**

DIA's Lori Radcliffe-Meyers formally introduced the DDRB's newest Board Member, Gary Monahan.

**II. ACTION ITEMS**

**A. APPROVAL OF THE MARCH 17, 2022 DDRB REGULAR MEETING MINUTES**

Chairman Lee opened the floor for comment. Seeing none, Chairman Lee called for a motion.

**A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER MONAHAN APPROVING THE MARCH 17, 2022 DDRB MINUTES.**

**THE MOTION PASSED 6-0-0.**

**B. DDRB 2022-003: FIDELITY SPECIAL SIGN EXCEPTION**

Ms. Radcliffe-Meyers reported that the applicant is seeking a special sign exception to allow for the installation of two wall signs to replace two existing signs located at 601 Riverside Ave.

Tyler Charles, with Southeastern Lighting Solutions, provided the applicant presentation.

*BM Brockelman arrived at 2:04 p.m. via Zoom.*

Chairman Lee called for public comment.

Seeing none, Chairman Lee called for comments from the Board.

BM Davisson asked why the applicant is seeking a larger sign. Mr. Charles responded that it is for better visibility and to be more legible.

BM Schilling commented that the proposed sign almost looks identical to the original. Mrs. Radcliffe-Meyers responded that it is primarily the logo as well as the length of the sign, that makes up the difference.

*BM Harden arrived at 2:05 p.m.*

**A MOTION WAS MADE BY BOARD MEMBER LORETTA AND SECONDED BY BOARD MEMBER HARDEN RECOMMENDING APPROVAL OF DDRB APPLICATION 2022-003.**

**THE MOTION PASSED 7-0-0.**

**C. DDRB 2022-004: JONES BROTHERS ADAPTIVE REUSE CONCEPTUAL APPROVAL**

Mrs. Radcliffe-Meyers read a Form 8B of Voting Conflict into the record for BM Schilling.

BM Loretta stated that he will also need to file a Form 8B of Voting Conflict.

Mrs. Radcliffe-Meyers reported that the applicant is seeking conceptual approval for the adaptive reuse of the historic Jones Brothers furniture store and the construction of a new 8-story building with retail, a parking garage with 143 spaces and 74 apartments. The historic renovation of the Jones Brothers building at 502 N Hogan Street would provide a residential lobby, building service space, a co-work office suite and 29 apartments.

Cyndy Trimmer, with DMH&D, PLLC, provided the applicant presentation.

Chairman Lee called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

Stanley Scott	Expressed concern regarding the LaVilla stakeholder committee; expressed support for the DIA's work; and emphasized the need for equity in downtown development.
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Chairman Lee called for comments from the Board.

Regarding the screening for the amenity area that's between the existing Jones Brothers building and where the new apartment building will go, BM Jones asked what the intent was with the material selection. Bruce Warner, with bold line design, responded that the material is aluminum louvers and is intended to provide ventilation for the garage; it also gives homage to the existing building. BM Jones suggested that the applicant show elevation that highlights the design material or provides perspective of what that looks like for the residents.

BM Loretta suggested that the planters on the southern side of the building be narrower.

BM Harden suggested having more detail on the western side facing the sidewalk.

Responding to a question from BM Harden, Mr. Warner spoke to the design elements and materiality of the Jones Brothers building windows.

BM Davisson suggested simplifying the building.

BM Monahan commented that none of the downtown apartment complexes have a pool and asked what the thought process was regarding the selection of amenities. Billy Zeits, with Corner Lot Development Group, spoke to what amenities will be provided – fitness center, tranquility room, joint-use space – and noted the financial constraints of providing a pool. He also mentioned that the Emerald Trail will be a free amenity due to its proximity.

Council Member Boylan asked if there will be signage or queues so that consumers know where to park for the ground floor retail. Ms. Trimmer stated that there will be on-street parking as well as available spaces in the Ed Ball Building Parking Garage during off-hours which will have appropriate signage. Parking in the on-site garage will be primarily for the residents along with JFRD who will be utilizing the ground floor parking.

Chairman Lee complimented the applicant for incorporating parking, residential, and ground floor retail in the development.

Responding to a question from Chairman Lee regarding the screening of the mechanical equipment and systems, Matt Snyder, with bold line design, stated that they are investigating a chilled water option with JEA and if there is rooftop equipment it will be appropriately screened.

**A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER MONAHAN RECOMMENDING CONCEPTUAL APPROVAL OF DDRB APPLICATION 2022-004.**

**THE MOTION PASSED 7-0-0.**

**D. PROPOSED REVISIONS TO THE DOWNTOWN OVERLAY**

Ms. Radcliffe-Meyers introduced the item, stating that revisions to the downtown overlay are part of the BID and CRA update. The revisions are not a complete rewrite of the code, but are intended to clean up portions of the code, and more specifically, provide needed measurable outcomes. The updates were approved by the DIA Board on April 20<sup>th</sup>.

Updates include:

- Freestanding restaurant on or over the water will now be exempt from the setback requirement.
- Eliminates liquor restrictions in the Church District and the Church District is being renamed and rebranded as North Core.
- Parks can be a use.
- Defines structured parking.
- Addition of distribution of artisan and or craft merchandise, not including alcohol, in all districts.

Other sections that received revisions:

- Build-to Lines/Lot Frontage for Residential
- Building Massing and Form
- Transparency
- Off-street parking
- Demolition and Vacant Lot Regulations

**A MOTION WAS MADE BY BOARD MEMBER DAVISSON AND SECONDED BY BOARD MEMBER HARDEN RECOMMENDING APPROVAL OF THE PROPOSED REVISIONS TO THE DOWNTOWN OVERLAY.**

**THE MOTION PASSED 7-0-0.**

### **III. OLD BUSINESS**

None.

### **IV. NEW BUSINESS**

Mrs. Radcliffe-Meyers announced that she will be leaving the DIA. Her last day will be May 5<sup>th</sup>, but she will be helping with the May 12<sup>th</sup> DDRB meeting.

### **V. PUBLIC COMMENTS**

No public comments.

### **VI. ADJOURNMENT**

There being no further business, Chairman Lee adjourned the meeting at approximately 3:03 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 Xavier Chisholm at 904-255-5302 or [xchisholm@coj.net](mailto:xchisholm@coj.net).*