



## OFFICE OF THE CITY COUNCIL

COUNCIL MEMBER JIMMY PELUSO  
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### Meeting Minutes

**Location:** Lynwood Roberts Room, First Floor of City Hall, 117 West Duval Street

**Attendance:** Council Member Jimmy Peluso, Council Member Chris Miller, Downtown Investment Authority (DIA) Operations Manager Guy Parola, DIA Development Coordinator Susan Kelly, Downtown Development Review Board (DDRB) Member Christian Harden, DDRB Member Linzee Ott, DDRB Chair Matt Brockleman, American Planning Association (AICP) Florida Chapter Vice President for Membership and Outreach Services Ennis Davis, AICP - Transportation Planning Project Director Wiatt Bowers, Max Globber, Peter Mol, Robert Wulbern (Architect), Adrian Swanigan, Jason Gabriel, Jordan Elsbury, Mike Mendenall, Executive Council Assistant Brooks Dame, City of Jacksonville Attorney Susan Grandin, Mayoral Administrative Chief of Staff Patricia McCollough, Council Liaison Scott Wilson, Inter-governmental Liaison Brittany Norris, Deputy Chief of Staff Joseph Inderhees

#### **Meeting Convened: 10:01 a.m.**

Council Member Peluso opened the workshop and welcomed the attendees. He thanked the DIA staff and the applicant, for the deferral at the prior DDRB Meeting. Council Member Peluso noted this was the first time as the newly elected District Council Member that he had to get a true sense of the project

Mr. Ennis Davis presented a brief highlight of LaVilla and Broad Street's Past, Present and Future. He shared images that showed the architecture character, focusing on density, that was, at the time, a bold modal urban environment. Broad Street, Davis Street, and Ashley Street were primary black downtown commercial corridors. Mr. Davis spoke to the Civil Rights history and the pre prohibition brewing connection. He reported that since the 1930s, there has been a series of publicly financed attempts to destroy the character LaVilla from the creation of housing projects back in the 30s, to the development of interstate 95, through the heart of the neighborhood. Mr. Davis shared the future of Broad Street should be walkable, with focus on preserving what is there, restoring what is left, and using complimentary infill and development. He presented several mixed-use developments of gas stations, outlined what pedestrian scale activation looks like, and emphasized the need to protect LaVilla from poor site design.

Mr. Guy Parola briefly detailed the current proposal and where this application was in the DDRB process. He did note the applicant added columns with a brick veneer to the fuel pumps, agreed to pitch the roof on the fuel pumps, and to enclose the dumpster. He noted the staff report had been published and been online for two weeks. DDRB was expected to meet on the 24th of August to vote.

Mr. Jason Gabriel presented on the Daily's mixed-use proposal. Mr. Gabriel introduced his team and outlined the process Mr. Aubrey Edge embarked on to get to this point. He explained Mr. Edge and City Officials worked together to find the right development site for this mixed-use project. He reiterated the changes of the design that moved the main building into the corner of the parcel, at the request of the community. He expanded on Mr. Parola's comments for the development of the parcel.



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Council Member Jimmy Peluso opened up a question-and-answer session. He asked Mr. Gabriel what changes the applicant would be open to after their meeting the day before with Mr. Davis; Mr. Grabiell responded the activation could be done differently but that they were listening and looking at viability of changes, it is under review. Council Member Peluso noted he's spoken to the community regarding the LaVilla Heritage Trail and passed on comments he had heard from the community including:

- The rejection by the community for the numerous setbacks.

- The desire for increased walkability.

- The desire for increased historical connection and context for the Gateway to LaVilla.

- The dislike that this plan does not currently fit with the LaVilla plan.

- The dislike that the lack of activation on the corner may lead to folks sleeping on the corner.

- The desire to see a more historical look by reducing the red and yellow branding.

Mr. Jordan Elsbury responded that the current plan incorporates the safety concerns and he shared that that he was in conversation with the engineers and the architects to see how they could potentially act on Mr. Davis' recommendations Mr. Peluso asked Mr. Davis to elaborate. Mr. Davis shared that activation of the corner could be done by eliminating the 10ft landscape buffer. His main suggestion was to find ways to reduce the amount of paved area on site to create the potential activation on each of these on the outskirts. One of the ways that could be done is to shift the actual building itself 10 feet to the south, which would give 20 feet of buffer space now pushed up to the north of the building, then shift the built-in 10 feet to the east, closer to Broad Street, which will then give an additional 10ft. The two buffers of landscaping along Jefferson, which trades 20 feet of space. All of these can be given to the Broad and West Forsyth corner for activation, like future retail. In addition, adding outdoor dining along Broad with outdoor dining. The focus is to balance the site to ensure Broad is a walkable corridor and the parcel dense. He recommended introducing parallel parking back into West Forsyth when it was converted to two-way, identify underutilized open space and eliminating it, shift building closer to property line to decrease landscaping buffers, and add outdoor sidewalk cafe-style.

An attendee asked a clarifying question to Mr. Davis regarding the activation seating on Broad Street. Mr. Davis's responded the space for seating could shift from 10, 15, or 20. If landscaping is put on the Jefferson site it may slow traffic down.

Mr. Wiatt Bowers shared that the four access driveways may be excessive, pointing to San Marco's Shell Station which has less. He noted the 4 access reduces walk-ability and safety. Mr. Elsbury responded that the traffic surrounding, driver behavior, and tanker truck preferences, dictated to him the 4 entrances.

Mr. Adrian Swanigan asked about the deviations. Mr. Parola shared the deviation discussion that moves us into quasi-judicial discussion. He shared the deviations are used to help the project be a better for the community. Mr. Swanigan shared his concerns. Mr. Gabriel stated that this project would be good for downtown. Mr. Elsbury pointed to the other gas station in the Downtown Overlay, the Gate Station in Brooklyn. He shared this project was mixed-use which will make it successful and very confident in their model. Mr. Max Globber confirmed that Bold City was excited to move here for the parking and the foot traffic; it was a good partnership.



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Mr. Ennis expressed he hoped to work further with this applicant on to craft a project that would be true to the LaVilla community vision. Council Member Peluso thanked Mr. Davis and all the attendees. Mr. Parola shared the staff report was one element of substantial competent evidence. Ms. Susan Grandin confirmed testimony, demonstrative evidence, site plans, etc. would all be sufficient. With no further questions, the meeting was adjourned.

**Meeting Adjourned:** 11:20 a.m.

Minutes prepared by Brooks Dame, Executive Council Assistant to Council Member Jimmy Peluso. The following items were submitted for public record and can be accessed by contacting the Legislative Services:

20230810 Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla  
20230810 Agenda Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla  
20230810 Minutes Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla  
20230810 Handout 1 Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla  
20230810 PowerPoint 1 Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla  
20230810 PowerPoint 2 Noticed Meeting CM Jimmy Peluso RE Dailys mixed-use project in LaVilla

cc: Council Members and Staff Margaret "Peggy" Sidman, Director/Council Secretary  
Merriane Lahmeur, Chief, Legislative Services  
Yvonne Mitchell, Chief, Administrative Services Division  
Jeff Clements, Chief, Research Division  
Teresa Eichner, Chief, Public Information  
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