

**Minutes of City Council Workshop
Downtown Action Plan
Monday, March 20, 2017 – 5:30 P.M.
City Council Chambers**

The workshop began with an open house at 5:30 P.M.

Dix.Hite+Partners, the City's consultants, hired to prepare an Implementation and Management Plan for the adopted Downtown Action Plan, displayed various items for general review and discussion. They had prints of options/design features for the public to review. These included types of program elements for the park and pier, site furnishings, etc.

The formal presentation commenced at 5:45 P.M.

The following City Council Members were in attendance:

Mayor: William C. Latham

Council Members: Lee Buck Keith Doherty Christine Hoffman(*absent*)
Bruce Thomason Phil Vogelsang Jeanell Wilson

Also present were City Manager George Forbes, Deputy City Manager Trish Roberts, City Department Heads and Administrative Assistant Jodilynn Byrd.

Purpose of Workshop

The purpose of the workshop is for the City's consultants, Dix.Hite+Partners, to present an update of the Implementation and Management Plan for the adopted Downtown Action Plan.

Presentations

Bill Mann, Planning and Development Director, introduced Kody Smith, Project Manager with Dix.Hite+Partners. Mr. Smith stated the workshop and presentation is a follow-up from the previous workshop held on December 5, 2016. The presentation will display the next steps in the progression for continuing the 2007 Vision Plan, which includes the two feature areas: Latham Plaza and the Jacksonville Beach pier entry.

Doug Berber, with Remixed, presented an overview of possible branding for the City. He displayed a logo featuring one of the City's iconic lifeguard chairs. He stated the logo is meant to represent the personality of the City.

Greg Bryla, with Dix.Hite+Partners discussed some of the design elements proposed for Latham Plaza and the Jacksonville Beach pier entry. While reviewing the proposed plan for Latham Plaza that included a redesign of the 2nd street approach to City Hall, Mr. Bryla stated that the current parking located at the east entrance of City Hall would be shifted north. Ms. Wilson asked if the handicapped accessible parking

spaces would remain in the new design. Mr. Bryla confirmed the handicapped spaces would remain closest to the entrance of City Hall and the other parking spaces would be relocated.

Mr. Bryla's presentation proposed the possibility of outdoor rental space by adding two shade canopy areas to the west side of Latham Plaza. Mr. Doherty asked if the new design included additional restrooms for the increase of visitors to Latham Plaza. Mr. Bryla responded by offering the use of City Hall restrooms when available and stated that there is space for additional restrooms in the new design if needed.

While discussing the redesign of the Jacksonville Beach pier entrance, Mr. Bryla mentioned the possible placement of an over-scaled lifeguard chair at the entrance as an option for a public art piece. Mr. Vogelsang stated in his opinion he felt it would be difficult for visitors and citizens to take a picture with the public art piece, as it would require people to stand in the parking lot to take the photo and it would be a safety issue. Mr. Vogelsang suggested having a new pier archway placed at the bottom of the entrance to allow for a safer photo opportunity.

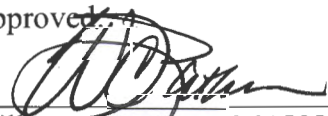
John Paul Weesner, with Kittelson and Associates, reviewed the different types of lighting recommendations. He discussed the proposed lighting changes for the boardwalk, parking lots and Latham Plaza. Mr. Weesner also reviewed the proposed plan to add additional parking racks for bicycles, additional seating ideas, and public art ideas.

During the open question and answer session at the end of the workshop, perception of the proposed logo was discussed. It was suggested that the currently proposed logo is advertising the City of Jacksonville rather than the City of Jacksonville Beach. Mr. Thomason stated the logo focuses on selling the City of Jacksonville and suggested revising the logo to be clearer in advertising the Beaches. Ms. Wilson and Mr. Buck agreed with Mr. Thomason's statement.

Mr. Forbes reminded the public there would be future interactive workshops before any final decisions are made.

The workshop adjourned at 6:50 P.M.

Submitted by: Jodilynn Byrd
Administrative Assistant, City Clerk's Office

Approved: 
William C. Latham, MAYOR

Date: 4/3/17