

(Quasi-Judicial Hearing)

Rezoning - Planned Development-Redevelopment

DEV2018-084

Brown & Brown Headquarters

STAFF REPORT

DATE: August 3, 2018

TO: Downtown Redevelopment Board Members

FROM: Jason Jeffries, AICP, Project Manager

PROJECT REQUEST

A request by Robert A. Merrell III, Esquire, Cobb Cole, on behalf of Brown & Brown Realty, City of Daytona Beach and et al, to rezone 14.92± acres of land located at 300 block of N. Beach St. from Downtown Redevelopment-Commercial (RDD-3) and Residential Professional (RP) to Planned Development-Redevelopment (PD-RD) to facilitate development of a corporate headquarters.

PROJECT LOCATION

The subject property is located (*see Attachment A for the site location and aerial map series*) on the west side of the 300 block of North Beach Street (between Dr. Mary McLeod Bethune Blvd. and Mullally St.). The subject site is a vacant commercial property. The adjacent land uses and zoning classifications for the parcels are illustrated in the following table.

Table 1: Land Use and Zoning

	Existing Uses	Existing Future Land Use Designation	Existing Zoning Classification
Site	Vacant Commercial Land Multi-Family Residential Place of Worship Single-Family Residential Multi-Family Residential	High Intensity Mixed Use	Redevelopment Downtown – Commercial (RDD-3) Residential / Professional (RP)
North	Vacant Commercial Vacant Residential Land Single-Family Residential Multi-Family Residential	High Intensity Mixed Use Level 2 Residential	Redevelopment Downtown – Commercial (RDD-3) Redevelopment Downtown – Riverfront Mixed Use (RDD-4) Residential / Professional (RP)
South	Motorcycle Sales & Service	High Intensity Mixed Use	Redevelopment Downtown – Commercial (RDD-3) Redevelopment Downtown – Riverfront Mixed Use (RDD-4)
East	Riverfront Park	Parks and Recreation	(PD-G) Planned Development - General
West	Single-Family Residential Multi-Family Residential	High Intensity Mixed Use	Residential / Professional (RP)

PROJECT DESCRIPTION & BACKGROUND

The applicant is proposing the construction of a new, 10-story office building in the 300 block of North Beach Street in the Downtown Redevelopment Area (*see Attachment B for the PD Plan*). The new office building will accommodate the relocation of existing business operations from other locations in the country to Daytona Beach. The new facility and associated relocated jobs will:

- Revitalize 14 acres of Downtown real estate that has been vacant since the relocation of Massey Motors and Lloyd Buick / Cadillac.
- Provide \$35 million in new construction and land value in connection with the new building.
- Result in at least 600 new jobs locating into Downtown with average annual salaries of over \$41,300.

The project site is located in the 300 block of North Beach Street between Dr. Mary McLeod Bethune Boulevard and Mullally Street. The project site along Beach Street is currently vacant commercial property (site of the former auto dealerships). The applicant has purchased properties to the west of the former auto dealerships that contain existing single family, multi-family and a place of worship.

The former auto dealership site was previously approved with a Residential Planned Unit Development (RPUD) with two 22-story, 510 unit condominium buildings with a parking garage. The Beach Street Condo RPUD was later rezoned to RDD-3 (Commercial) and RP (Residential Professional).

PROJECT ANALYSIS

Review of and the decision on a Planned Development application shall be based on compliance of the proposed zoning reclassification and PD Plan/Agreement with the review standards in Section 3.4.D.3, Site-Specific Zoning District Map Amendment Review Standards, and the standards for the proposed type of PD district in Section 4.8, Planned Development Zoning Districts.

GENERAL PLANNED DEVELOPMENT DISTRICT PURPOSES

The Planned Development (PD) districts are established and intended to encourage innovative land planning and site design concepts that support a high quality of life and achieve a high quality of development, environmental sensitivity, energy efficiency, and other City goals and objectives by:

- a. Reducing or diminishing the inflexibility or uniform design that sometimes results from strict application of zoning and development standards designed primarily for individual lots;*
- b. Allowing greater freedom in selecting the means of providing access, open space, and design amenities;*
- c. Allowing greater freedom in providing a well-integrated mix of residential and nonresidential land uses in the same development, including a mix of housing types, lot sizes, and densities;*

- d. Providing for efficient use of land resulting in smaller networks of utilities and streets and thereby lowering development and housing costs; and*
- e. Promoting quality design and environmentally sensitive development that respects surrounding established land use character and respects and takes advantage of a site's natural and man-made features, such as trees, wetlands, surface waters, floodplains, and historic features.*

D. Planned Development - Redevelopment (PD-RD).

1. Purpose. The Planned Development - Redevelopment (PD-RD) District is established and intended to provide the planning and design flexibility needed to accommodate urban infill and high-intensity mixed-use development and encourage the use of innovative and creative design that will achieve high quality urban design and a high level of energy efficiency and environmental sensitivity, and otherwise contribute to the City's goals and objectives for its Redevelopment Areas.

Site-Specific Zoning District Map Amendment Review Standards

In determining whether to adopt or deny a proposed Site-Specific Zoning District Map Amendment, the City shall consider:

a. Whether the applicant has provided, as part of the record of the public hearing on the application, competent substantial evidence that the proposed amendment:

i. Is consistent with and furthers the goals, objectives, and policies of the comprehensive plan and all other applicable City-adopted plans;

The applicant has provided a public benefit letter (*Attachment C*) regarding the consistency of constructing a corporate headquarters in Downtown with the City's Comprehensive Plan and the adopted Downtown / Ballough Road Redevelopment Plan. The City's Comprehensive Plan encourages in Policy 1.1.12 the creation of revitalization strategies and development standards to support the redevelopment of Downtown Daytona Beach with an emphasis on urban residential, office, shopping, and entertainment.

The Downtown / Ballough Road Redevelopment Plan, amended in 2010, with the intent to strengthen Downtown's role as the regional center of commerce, recreation and culture. The strategic priority of the plan is to leverage Downtown's riverfront setting and unique collection of amenities to strengthen Downtown's position for residential, business and visitor development. The plan contains policies to encourage mixed use and pedestrian oriented development.

The following plan objectives and policies are applicable to this request:

DOWNTOWN / BALLOUGH ROAD REDEVELOPMENT PLAN

5.1 - Land Use Objective

Annually complete at least one project that adds, mixes and clusters uses to create a critical mass of pedestrian-oriented experiences that are linked to each other in a manner that strengthens Downtown/Balough Road's appeal as a business residential address and differentiated visitor destination.

Policy 5.1.1 Preserve Downtown/Balough Road's unique river setting by implementing a balanced riverfront land use program that is consistent with the recommended Future Land Use plan map of the Redevelopment Plan

Policy 5.1.5 Encourage mixed use projects that cluster compatible land uses and share infrastructure requirements.

Policy 5.1.10 Through regulatory controls and incentives, encourage investment in new development and rehabilitation that by 2007 will improve assessed property values by 3% per year, create new jobs by 10% a year and maintain a minimum of 85% building occupancy in the City's Redevelopment Areas.

Policy 5.1.12 Implement redevelopment category rezonings as requested to induce and enhance developments that are consistent with redevelopment plans and neighborhood policies.

5.4 Economic Development Objective

Target public intervention and economic incentives to encourage private investment in new development and rehabilitation that will improve property values, promote Downtown/Balough Road housing, retain jobs, create new jobs, and expand the tax base consistent with the Redevelopment Plan and the regional economic development strategy Utilize land use controls and incentives to encourage investment in new development and rehabilitation that is consistent with the Redevelopment Plan intent and Comprehensive Plan policies and procedures.

Policy 5.4.3 Target aggressive public intervention to attract strategically important businesses (i.e. tourism, technology, research and development) and clusters of sizable employers.

The request is consistent with the goals and objectives of adopted Downtown / Balough Road Redevelopment Area Plan.

ii. Is not in conflict with any portion of this Code;

Development standards for a PD District must comply with the development standards of Article 6: Development Standards, and Article 7: Subdivision Standards, or any modifications of those standards established in the PD Plan/Agreement. The applicant is proposing the following modifications to these standards (*Attachment C*):

- **Building Perimeter Landscaping:** the applicant proposes to relocate the required building perimeter landscaping to other locations in the property. The applicant will not propose any reduction in the required landscaping and the overall landscape materials on the property will meet LDC landscape standards.
- **Tree Protection Zones:** the applicant is requesting the tree protection zone during construction be reduced by 50%.
- **Tree Preservation:** the applicant is requesting the removal of 10 historic trees, which requires City Commission approval.

- *Tree Mitigation*: the applicant is requesting that the tree mitigation not be required for trees to improved City rights-of-way or easements. The applicant will instead install additional landscape material above what is required by the LDC.
- *Wall Height*: the applicant is requesting the wall surrounding the chiller plant be increased to 12 feet from the required 6 feet.
- *Sidewalks*: the applicant requests the required pedestrian walkway width in a commercial area be reduced from seven feet to five feet.
- *Maximum Signage*: the applicant is requesting to increase the total of 12 signs for the project site from the 6 signs allowed for the site. The project will have a total of 8 wall signs, 2 canopy signs and 2 monument signs for both phases.
- *Wall Signs*: the applicant is requesting to increase the maximum wall sign area of 5,728 sq. ft. per building from the 100 sq. ft. permitted. The wall sign area will be proportional to the size and scale of the buildings as depicted in the attached architectural elevations.
- *Monument Signs*: the applicant is requesting to increase the maximum monument sign area to 128 sq. ft. from the 120 sq. ft. permitted and increase the monument sign height to 16 ft. from the 8 ft. permitted. The monuments signs will be constructed to as depicted in the attached architectural elevations.
- *Canopy Signs*: the applicant is requesting to allow canopy signs with a total sign area of 84 sq. ft. The canopy sign area will be proportional to the size and scale of the buildings as depicted in the attached architectural elevations.
- *Construction Signs*: the applicant is requesting to allow construction signage that exceeds the total sign area of 32 sq. ft. as depicted in the attached construction sign drawings.

iii. Addresses a demonstrated community need;

The applicant has provided a Modifications/Benefit letter that addresses public benefits and addresses the standard for a demonstrated community need (*Attachment C*).

iv. Is compatible with existing and proposed uses surrounding the subject land, and is the appropriate zoning district for the land;

The applicant is requesting to allow the construction of a 10 story commercial office building. The PD Agreement will allow office use and compatible accessory uses. A complete list of proposed uses is detailed later in this report. The office use is a compatible use in the High Intensity Mixed Use land use and compatible with the surrounding Downtown commercial uses to the north and south of the project site. The PD plan includes landscape buffers to the single-family residential uses to the west of the project site.

v. Would result in a logical and orderly development pattern;

Standards established in the PD Agreement and the LDC would result in a logical and orderly development pattern for the subject property. The development standards for the site remain the same as those required in the RDD-3 zoning district.

vi. Would not adversely affect the property values in the area;

The construction of a 10 story office building will have a positive effect on the property values in the area.

vii. Would result in development that is adequately served by public facilities (roads, potable water, wastewater, solid waste, storm water, schools, parks, police, and fire and emergency medical facilities); and

The City's Technical Review Team (TRT) has reviewed the proposed development plan and offers no objections to the rezoning request.

viii. Would not result in significantly adverse impacts on the natural environment—including, but not limited to, water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment; and

Adverse environmental impacts are not anticipated with the approval of this request.

b. If the applicant demonstrates that the proposed amendment meets the criteria in subparagraph [a] above, whether the current zoning district designation accomplishes a legitimate public purpose.

The current zoning designation is Downtown Redevelopment- Commercial (RDD-3), which is to accommodate a range of commercial uses, particularly large-scale mixed-use developments, and to achieve a high quality of design and signage; and Residential / Professional (RP), which is to provide for transitional uses that serve as a buffer between single-family residential neighborhoods and commercial uses, including single-family dwellings, duplexes and duplex subdivisions, townhouse subdivisions, and multifamily dwellings and complexes, as well as small-scale office development for business and professional services. The application is consistent with and furthers the goals, objectives, and policies of the City's Comprehensive Plan and the adopted Downtown / Ballough Road Redevelopment Plan. The application to allow, through a PD Plan, the construction of corporate headquarters (commercial office building) on commercial property that has been vacant for more than 10 years will accomplish a legitimate public purpose.

Planned Development Zoning Districts Review Standards

Before approving a PD zoning district classification, the City Commission shall find the application for the PD zoning district, as well as the PD Plan/Agreement included as part of the application, comply with the following standards.

1. PD Plan/Agreement

The PD Plan/Agreement includes a general development plan for the subject site, as provided for in the LDC. This includes identification of proposed vehicle access points, potential development area within building setbacks, and minimum landscape buffer widths. The PD Plan is attached in Exhibit B.

Signage

Any proposed signage will comply with the following for all phases:

Sign Type	Total Number	Maximum Per Phase	Total Sign Area Per Phase	Maximum Single Sign	Maximum Height
Wall	8	4	4,960 sf.	1,240 sf.	20 ft.
Monument	2	n/a	256 sf.	128 sf.	16 ft.
Canopy	2	1	168 sf.	84 sf.	3 ft.

The PD Plan allows temporary signage during site preparation and construction, for any phase of development and will be consistent with the signage in Exhibit B.

Public Right of Ways

The PD Plan includes the vacation of Wisconsin Place, portions of First Avenue and portions of San Juan Avenue as part of the development of the site. An application for the street vacation has been submitted and is being reviewed concurrently and is expected to be approved at the same time as this PD agreement.

Landscaping Requirements Landscaping will be consistent with Exhibit B and include the use of pedestrian plazas. Clustering of typical landscape requirements will be permitted along the building perimeter so long as the net total landscape material as required is met.

Utilities The applicant is proposing to relocate the existing City utility lift station from the southwest corner of Mullally Street and Daytona Street to the northwest corner. The new lift station is an off-site utility infrastructure improvement to support the project from the PD. Once the new lift station is complete, the city owned property on the southwest corner will be transferred to the applicant.

Structures The proposed buildings will be designed to be consistent Redevelopment Design Standards. All structures will complement one another and convey a sense of quality and permanence. Some materials generally considered to be "low grade," such as exposed steel and polished concrete, and will be permitted for use in the construction of buildings on the property to the extent that they promote a contemporary, streamline, and aesthetically pleasing design intended to reflect architectural and style trends of the time. The architect's rendering of the proposed commercial office building is consistent with Redevelopment Design Standards (*see attachment B for building rendering*). The applicant's letter regarding the consistency with Redevelopment Design Standards is included with the staff report (*Attachment D*).

2. Consistency with City Plans

The PD zoning district designation and the PD Plan/Agreement will be consistent with the comprehensive plan, if adopted by the City Commission.

3. Compatibility with Surrounding Areas

Development along the perimeter of a PD district shall be compatible with adjacent existing or proposed development. The proposed development plan meets compatibility standards.

4. Development Phasing Plan

The project proposes the following phasing:

Application shall be submitted for all construction permits for the development, or for the first phase of a phased development, within one (1) year. The development may be phased and subsequent phases shall be completed within fifteen (15) years. Construction of phase one shall be substantially complete within five (5) years of the approval of the Site Plan.

5. Conversion Schedule

Not applicable.

6. On-Site Public Facilities

The project proposes public walkways. See Attachment B.

7. Uses

The following are the proposed uses in the PD Plan:

- Utility use, minor
- Business services offices
- Professional services offices
- Other office facility

The following accessory uses are permitted:

- Restaurant without drive-in or drive-through service
- Specialty eating or drinking establishment
- Conference or training center
- Other indoor recreation center
- Parking deck or garage

8. Densities/Intensities (Pedestrian Oriented Land Use)

The PD Agreement includes references to the existing F.A.R. of 3.0 for RDD-3 and does not propose any modification or increases to these intensity standards.

9. Dimensional Standards

The PD Agreement includes references to the existing lot and building dimensions for RDD-3 and does not propose any modification or increases to these dimensional standards.

10. Development Standards

All development in a PD district shall comply with the development standards of Article 6: Development Standards, and Article 7: Subdivision Standards, or any modifications of those standards established in the PD Plan/Agreement as consistent with City plans, the objective of the particular type of development standard, the purpose of the particular PD district, and any additional limitations or requirements set forth in Sections 4.8.C and 4.8.D for the particular type of PD district.

Neighborhood Meeting

The applicant has conducted two neighborhood meetings to review this project with all interested parties. A summary of the neighborhood meetings was submitted by the applicant for review (*Attachment E*).

RECOMMENDATION

Staff recommends the approval of the application to rezone 14.92± acres of land located at the 300 block of N. Beach St. from Downtown Redevelopment–Commercial (RDD-3) and Residential Professional (RP) to Planned Development-Redevelopment (PD-RD) to facilitate development of a corporate headquarters.

The item is tentatively scheduled to be heard by the Planning Board on August 23, 2018 and by the City Commission for first reading on September 5, 2018 and for second reading on September 19, 2018 (public hearing).

LOCATION

ATTACHMENT A



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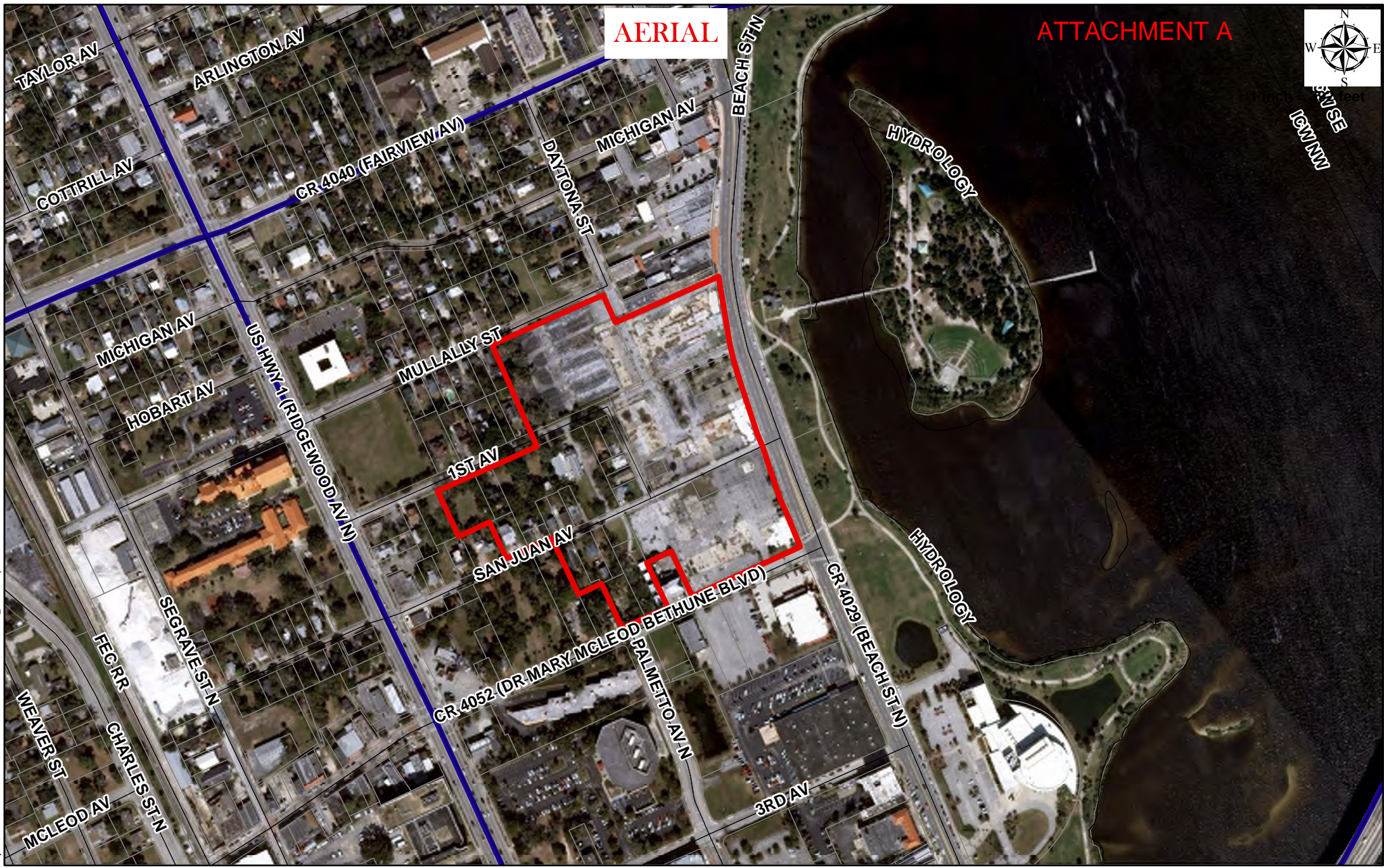


DEV2018-094 REZONING LOCATION MAP

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AERIAL

ATTACHMENT A

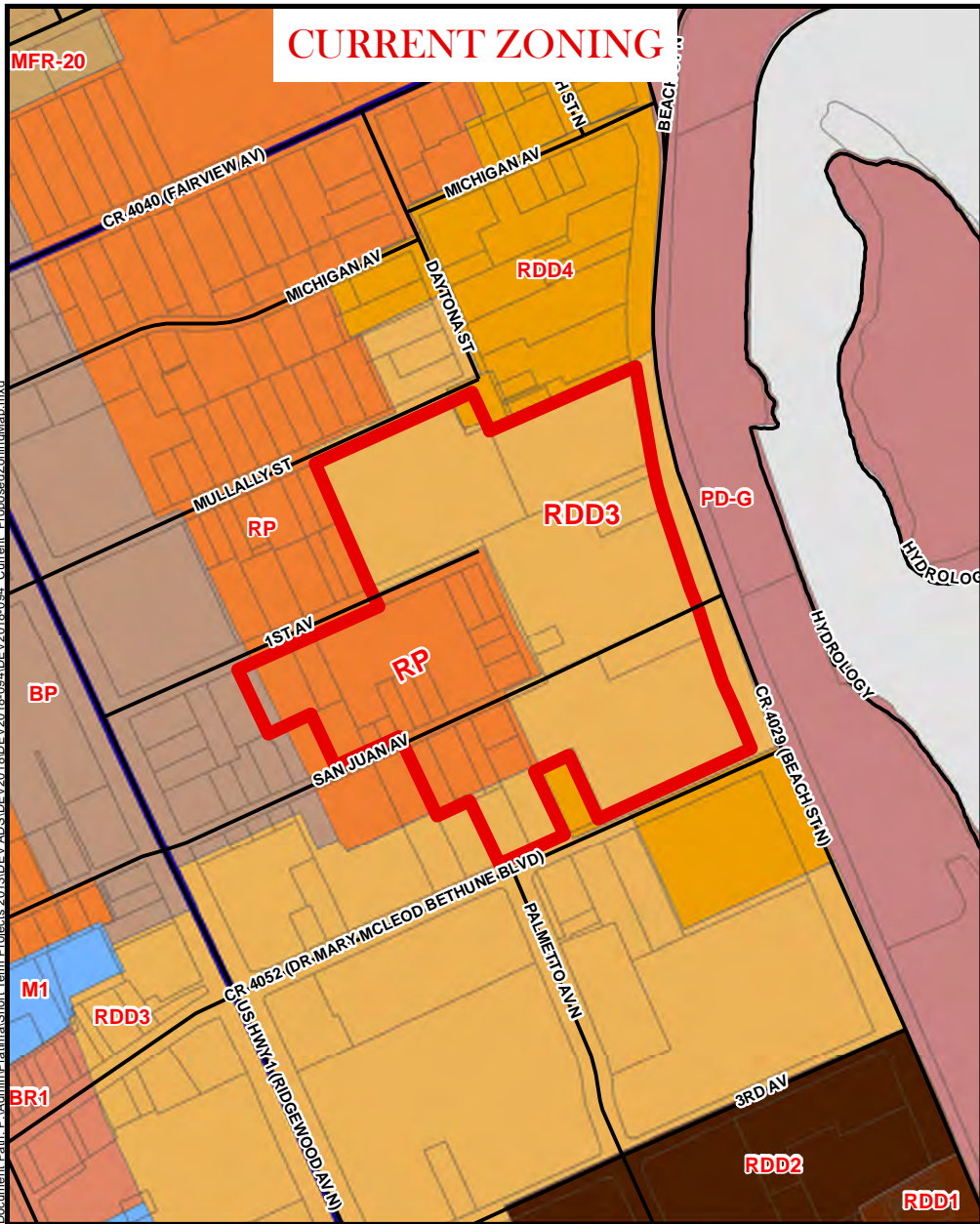


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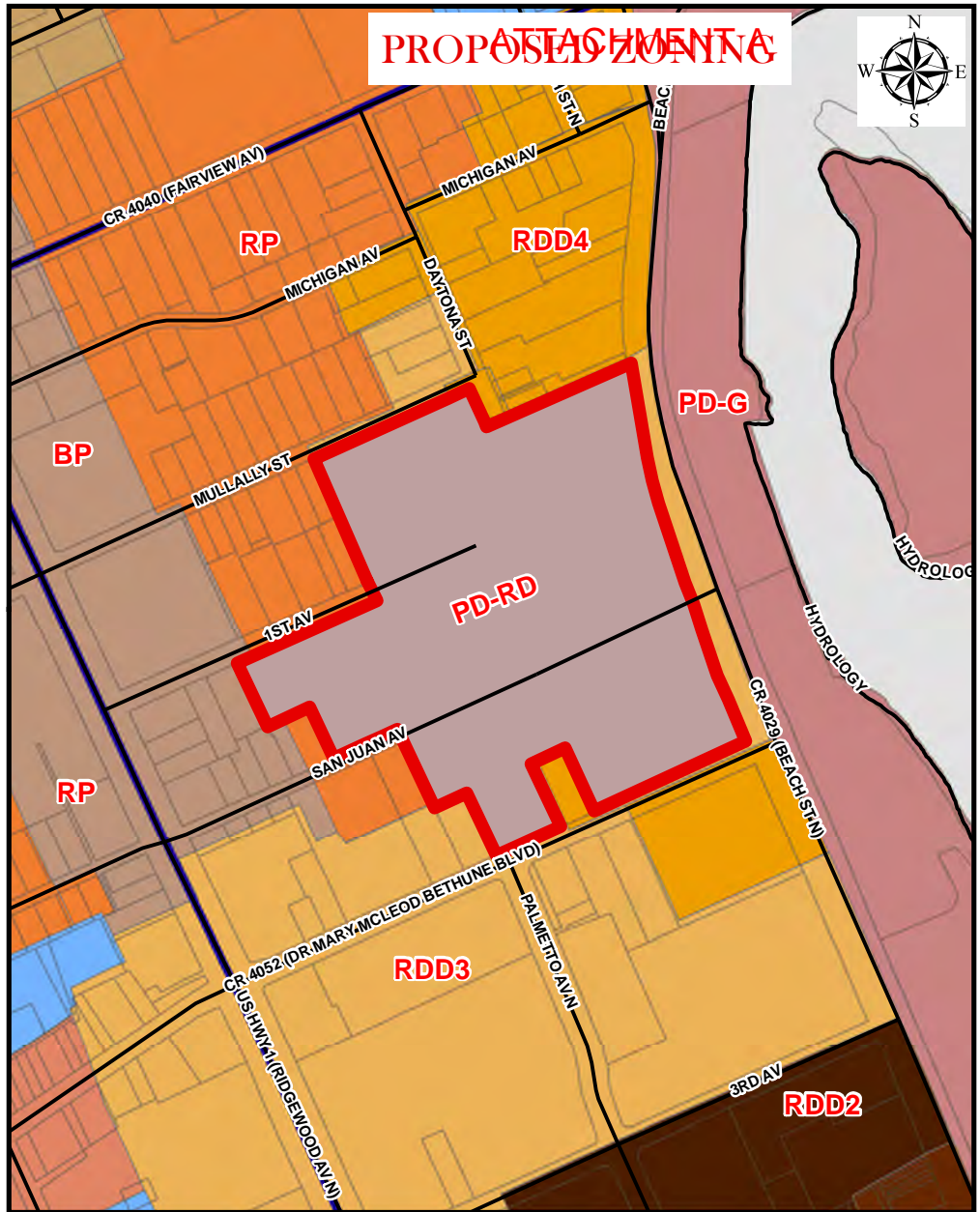


**DEV2018-094
REZONING
AERIAL MAP**

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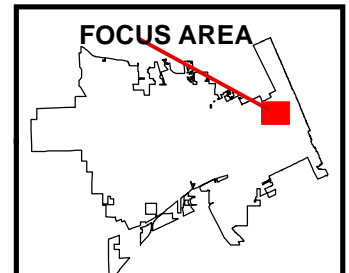
1 inch = 400 feet



1 inch = 400 feet



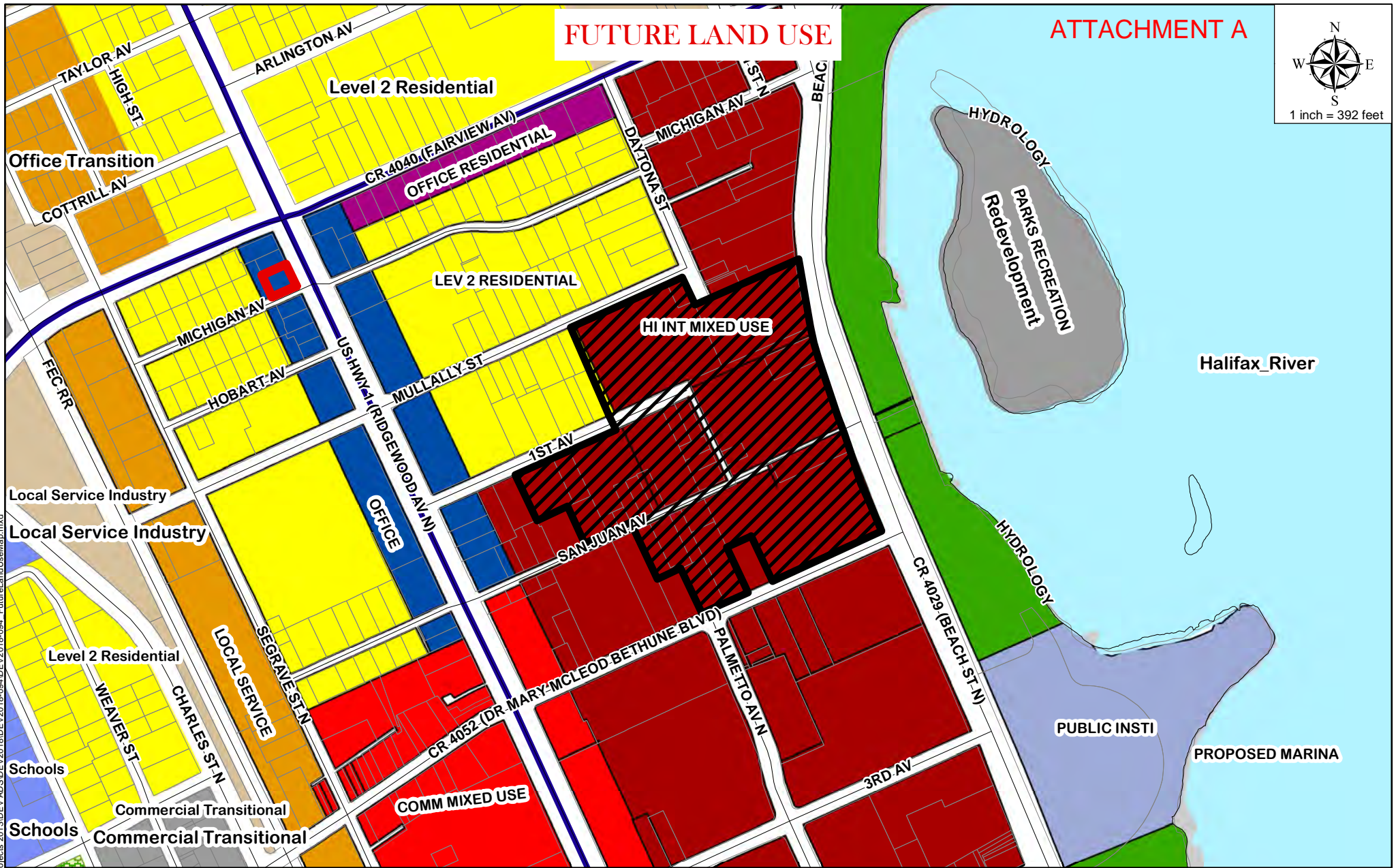
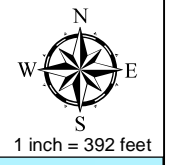
**DEV2018-094
REZONING
CURRENT & PROPOSED ZONING MAP**



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FUTURE LAND USE

ATTACHMENT A

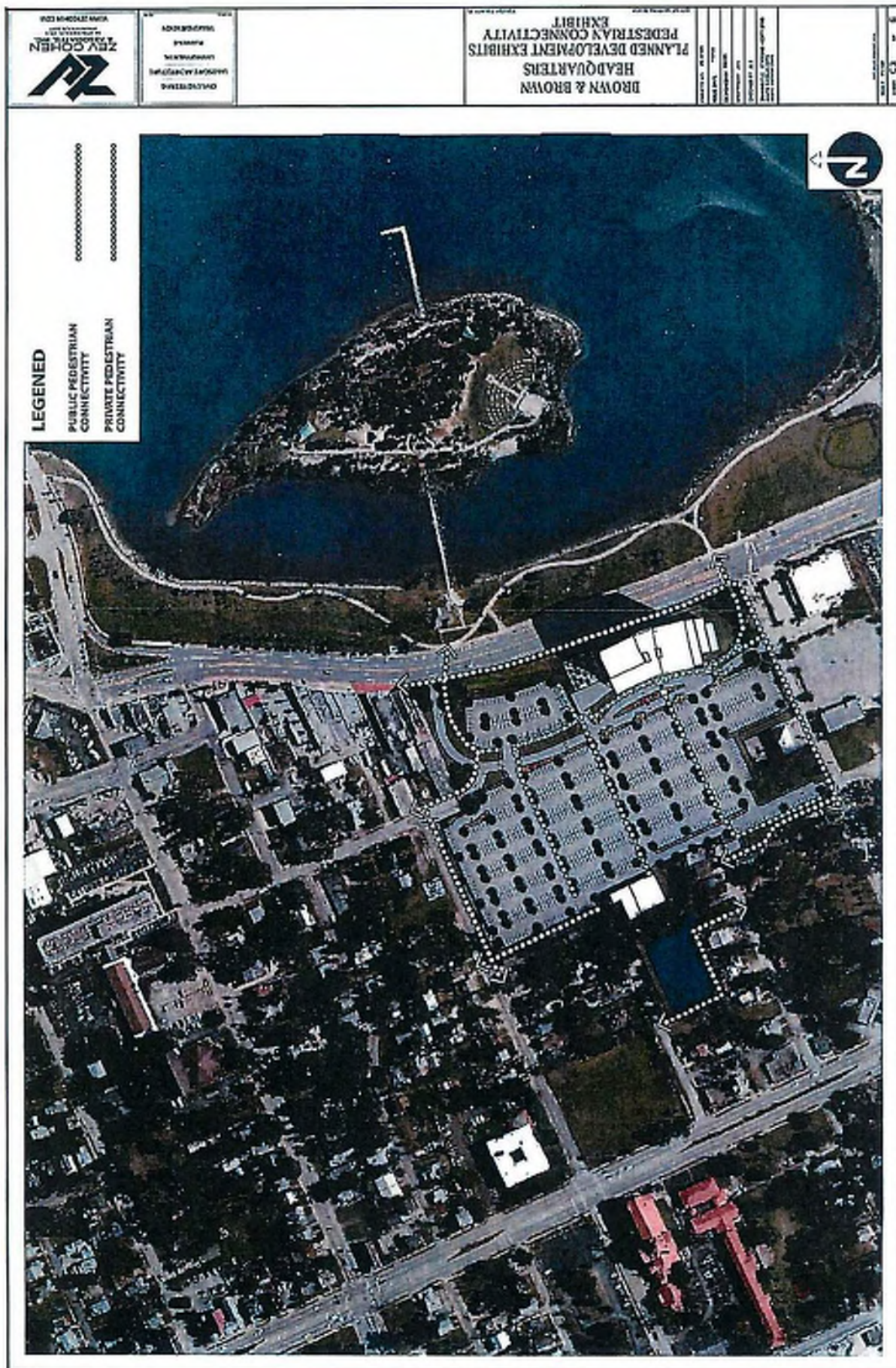


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DEV2018-094 REZONING FUTURE LAND USE MAP

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NO.	DESCRIPTION	DATE
1	PRELIMINARY PLAN	01/15/11
2	REVISION	02/15/11
3	REVISION	03/15/11
4	REVISION	04/15/11
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BROWN & BROWN
HEADQUARTERS
PLANNED DEVELOPMENT EXHIBITS
OVERALL DEVELOPMENT PLAN

DATE: 08/15/11
SCALE: 1" = 100'
PROJECT NO: 11-001
DRAWN BY: J. COHEN
CHECKED BY: M. COHEN
DATE: 08/15/11

FABRIC DATA
TOTAL SHADING PARKING SPACES: 111 SPACES
TOTAL PARKING SPACES: 618 SPACES

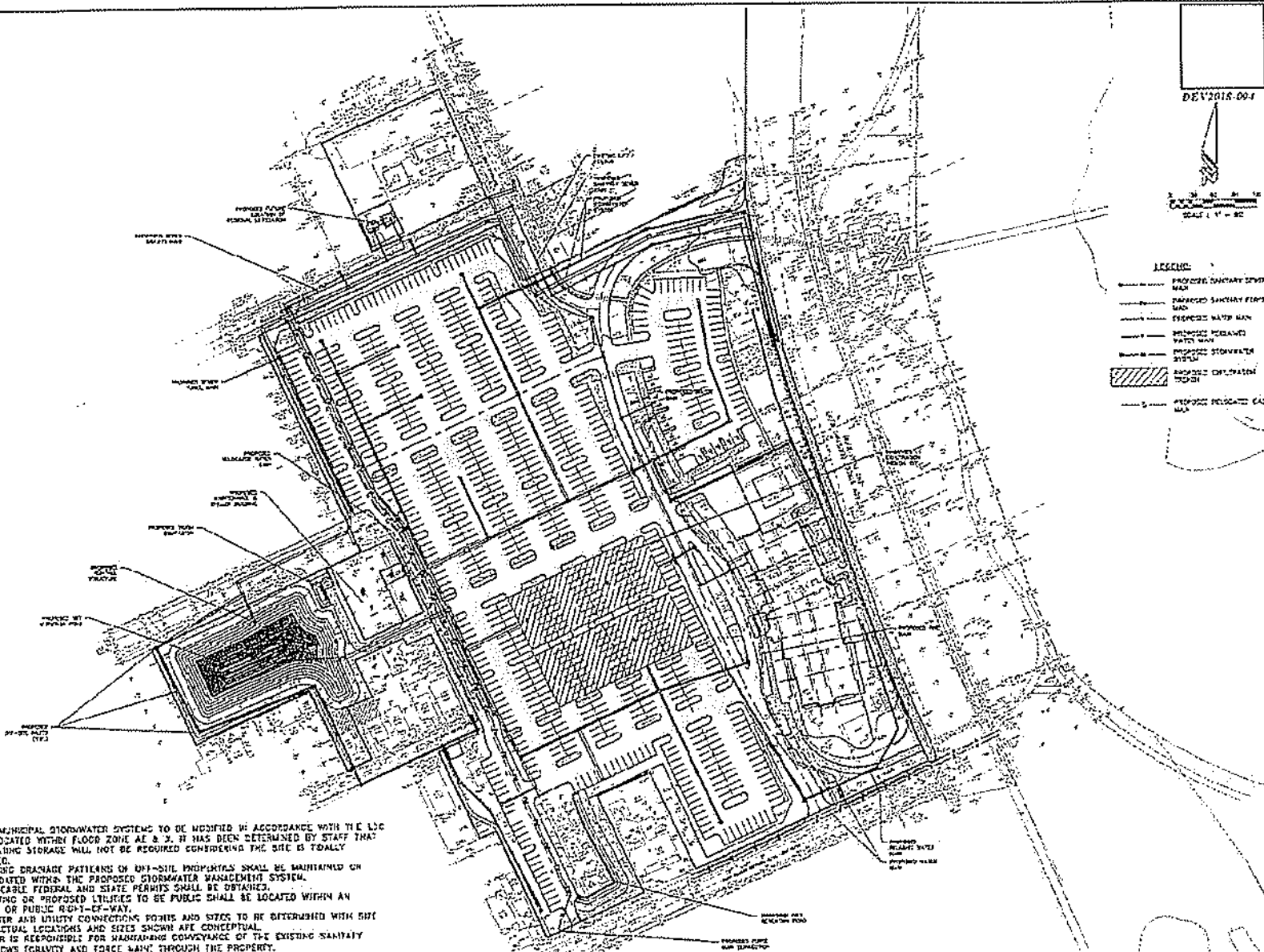


DEV2015-001



CONSULTING ENGINEERS
PLANNING
ARCHITECTURE
LANDSCAPE ARCHITECTURE

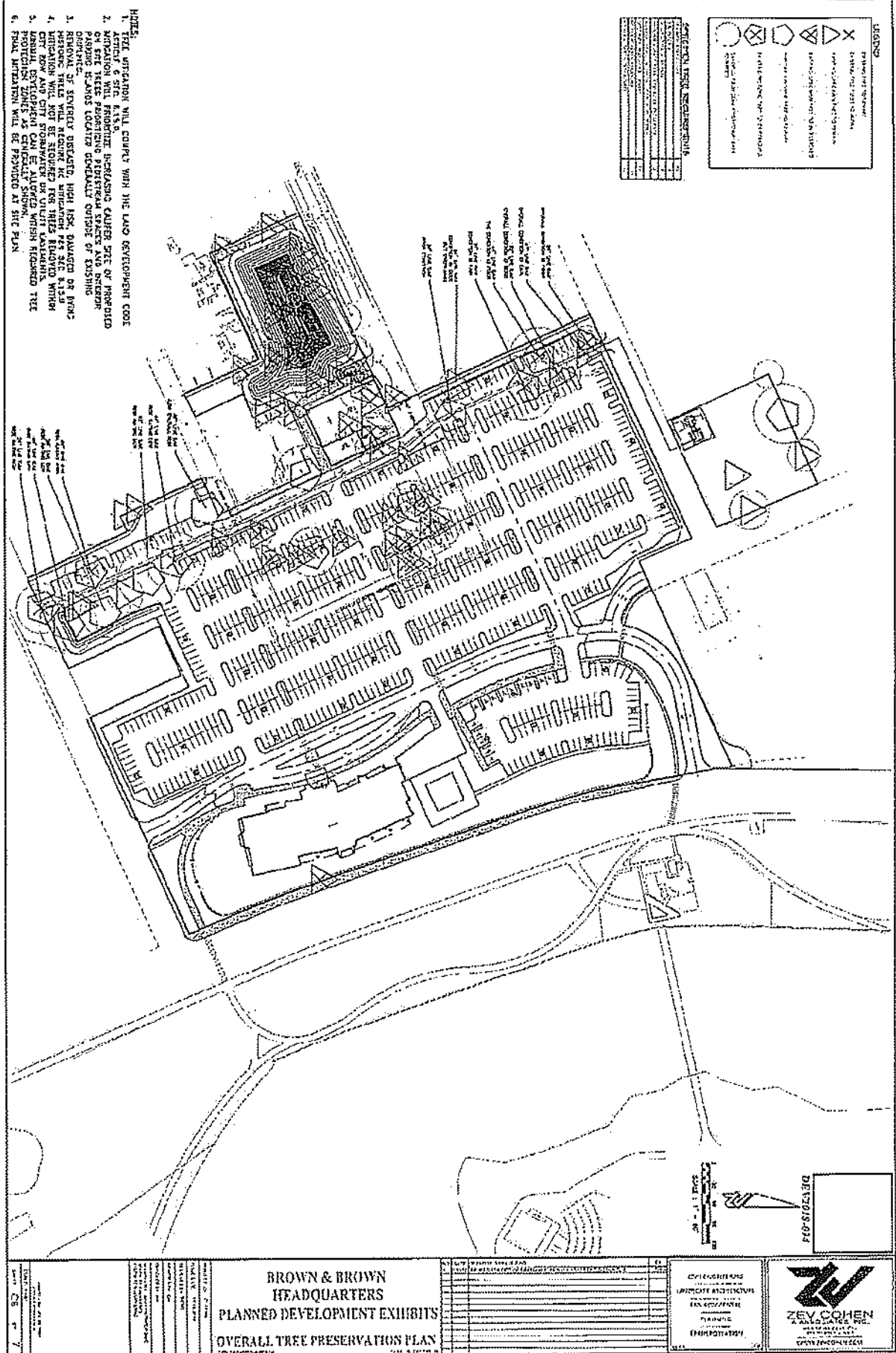
- LEGEND:**
- PROPOSED SANITARY SEWER MAIN
 - PROPOSED SANITARY FORCE MAIN
 - PROPOSED WASTEWATER MAIN
 - PROPOSED WASTEWATER FORCE MAIN
 - PROPOSED STORMWATER MAIN
 - PROPOSED STORMWATER FORCE MAIN
 - PROPOSED DELEGATED CANAL



- NOTES:**
1. EXISTING MUNICIPAL STORMWATER SYSTEMS TO BE MODIFIED IN ACCORDANCE WITH THE LDC
 2. SITE IS LOCATED WITHIN FLOOD ZONE AE & X. IT HAS BEEN DETERMINED BY STAFF THAT COMPENSATING STORAGE WILL NOT BE REQUIRED CONSIDERING THE SITE IS TOTALLY INFLUENCED.
 3. ALL EXISTING DRAINAGE PATTERNS OF UP-NEIL PROPERTIES SHALL BE MAINTAINED OR ACCOMMODATED WITHIN THE PROPOSED STORMWATER MANAGEMENT SYSTEM.
 4. ALL APPLICABLE FEDERAL AND STATE PERMITS SHALL BE OBTAINED.
 5. ANY EXISTING OR PROPOSED UTILITIES TO BE PUBLIC SHALL BE LOCATED WITHIN AN EASEMENT OR PUBLIC RIGHT-OF-WAY.
 6. STORMWATER AND UTILITY CONNECTIONS POINTS AND SIZES TO BE DETERMINED WITH THE DESIGN. ACTUAL LOCATIONS AND SIZES SHOWN ARE CONCEPTUAL.
 7. DEVELOPER IS RESPONSIBLE FOR MAINTAINING CONVEYANCE OF THE EXISTING SANITARY SEWER FLOWS (GRAVITY AND FORCE MAIN) THROUGH THE PROPERTY.

**BROWN & BROWN
HEADQUARTERS
PLANNED DEVELOPMENT EXHIBIT
OVERALL STORMWATER
& CULVERT PLAN**

Project Name	
Project No.	
Project Location	
Client	
Scale	
Date	
Sheet No.	
Total Sheets	
Scale	
Sheet No.	
Total Sheets	



- NOTES:**
1. TREE REMOVAL WILL CONFLICT WITH THE LAND DEVELOPMENT CODE ARTICLE 6 SEC. 8.1.5.5.
 2. ACTIVATION WILL PROTECT REMAINING CAUSEWAY SITE BY PROTECTING EXISTING TREES AND VEGETATION FROM DEVELOPMENT ACTIVITIES. PROTECT REMAINING CAUSEWAY SITE FROM DEVELOPMENT ACTIVITIES OUTSIDE OF EXISTING DEVELOPMENT.
 3. REMOVAL OF EXISTING DISTRICT HIGH RISE, BALANCED OR BOND.
 4. REMOVE TREES WILL REMAIN IN EXISTING DEVELOPMENT.
 5. CITY ROW AND CITY STORAPAVEN ON VISUAL LANDSCAPE WITH PROTECTIVE ZONES AS SPECIFICALLY SHOWN.
 6. PROTECTIVE ZONES WILL BE PROVIDED IN THE PLAN.

SYMBOL	DESCRIPTION
(Symbol: X)	PROTECT EXISTING TREES
(Symbol: Triangle)	REMOVE EXISTING TREES
(Symbol: Circle)	PLANT NEW TREES
(Symbol: Square)	PROTECT EXISTING TREES
(Symbol: Diamond)	REMOVE EXISTING TREES
(Symbol: Star)	PLANT NEW TREES

<p>BROWN & BROWN HEADQUARTERS PLANNED DEVELOPMENT EXHIBITS OVERALL TREE PRESERVATION PLAN</p>	<p>DATE: 10/10/2013 SCALE: 1" = 10'</p>	<p>DESIGNER: UNIVERSITY ARCHITECTS ARCHITECTS PLANNING (303) 441-1111</p>	<p>ZEV COHEN & ASSOCIATES, INC. ARCHITECTS PLANNING 303.441.1111</p>

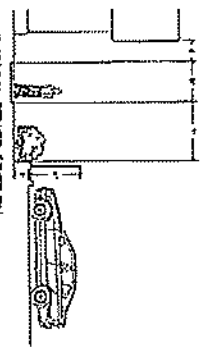
PROPOSED PLANNED DEVELOPMENT
 1000 PEARL ROAD, SUITE 100, PEARL RIVER, NY 10955
 5000 SQUAR

1. PROPOSED IMPROVEMENTS TO EXISTING DRIVE

2. LANDSCAPE IMPROVEMENTS ALONG DRIVE

3. PROPOSED IMPROVEMENTS TO EXISTING DRIVE

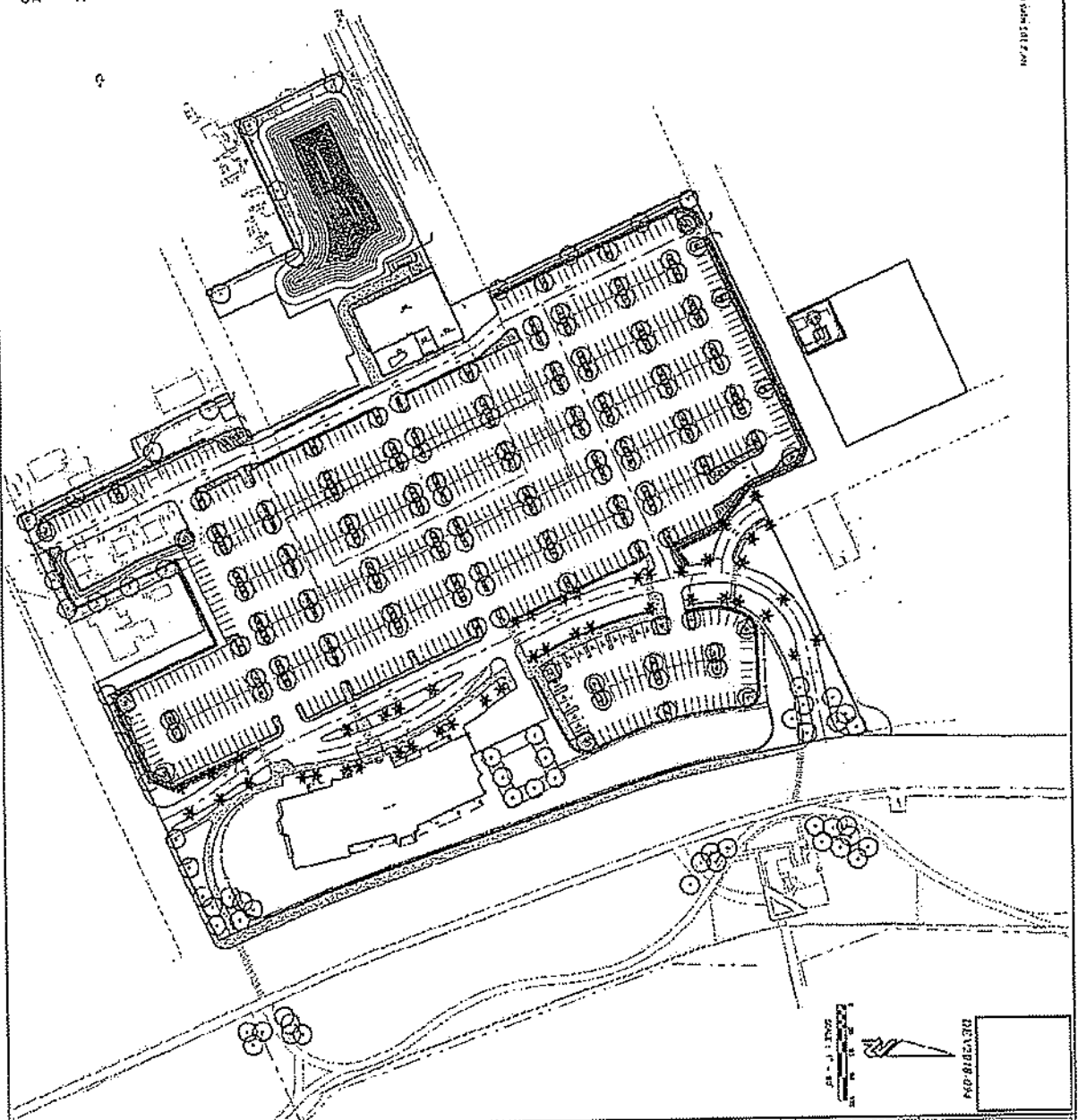
4. PROPOSED IMPROVEMENTS TO EXISTING DRIVE



MINIMUM ON SITE TREES	
NUMBER OF TREES TO BE PRESERVED	25 TREES
PAVED AREA: 641,337 SQ. FT. ±	25 TREES
TOTAL NUMBER OF TREES REQUIRED	25 TREES

15% CANOPY COVERAGE AREA	
TOTAL SITE AREA	11.4 ACRES
TOTAL CANOPY COVERAGE AREA REQUIRED	1.71 ACRES
TOTAL CANOPY COVERAGE AREA PROVIDED	11.4 ACRES

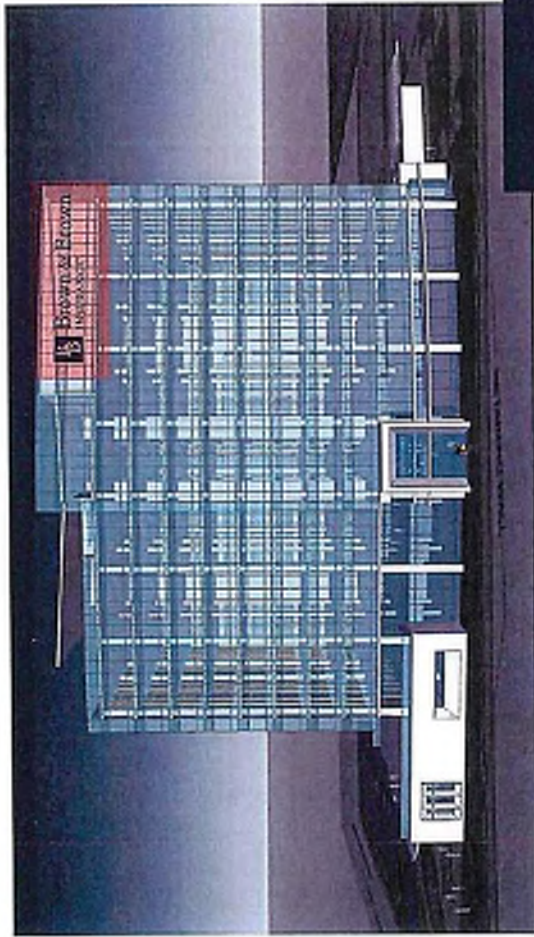
- NOTES:**
1. LANDSCAPE PLAN IS SUBMITTED TO THE BOARD OF ZONING APPEALS FOR REVIEW AND APPROVAL. THE BOARD OF ZONING APPEALS IS THE FINAL AUTHORITY ON THIS MATTER.
 2. THE LANDSCAPE PLAN IS SUBJECT TO THE APPROVAL OF THE BOARD OF ZONING APPEALS. THE BOARD OF ZONING APPEALS IS THE FINAL AUTHORITY ON THIS MATTER.
 3. THE LANDSCAPE PLAN IS SUBJECT TO THE APPROVAL OF THE BOARD OF ZONING APPEALS. THE BOARD OF ZONING APPEALS IS THE FINAL AUTHORITY ON THIS MATTER.
 4. THE LANDSCAPE PLAN IS SUBJECT TO THE APPROVAL OF THE BOARD OF ZONING APPEALS. THE BOARD OF ZONING APPEALS IS THE FINAL AUTHORITY ON THIS MATTER.



<p>BROWN & BROWN HEADQUARTERS PLANNED DEVELOPMENT EXHIBITS OVERALL LANDSCAPE PLAN</p>		<p>DATE: 10/15/2014 SCALE: 1" = 30'</p>	<p>PROJECT: 1000 PEARL ROAD, SUITE 100, PEARL RIVER, NY 10955 SHEET: 1 OF 1</p>	<p>ZEV COHEN ARCHITECTURE & PLANNING 1000 PEARL ROAD, SUITE 100, PEARL RIVER, NY 10955 WWW.ZEVCOHEN.COM</p>
--	--	--	--	---







General notes

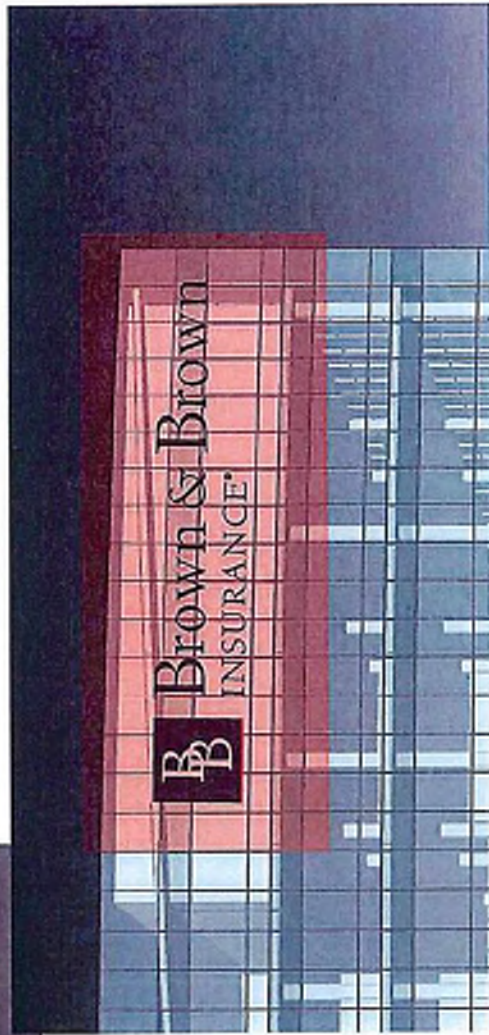
Red shaded areas indicate general location of building signage. Approximate size 20' x 62'

Future building signage to be in the same general location and be the same general size.

Building graphics and signage under development image portrays approximate signage configuration, signage to incorporate Brown & Brown corporate typeface and logos

Signage secured to building structure

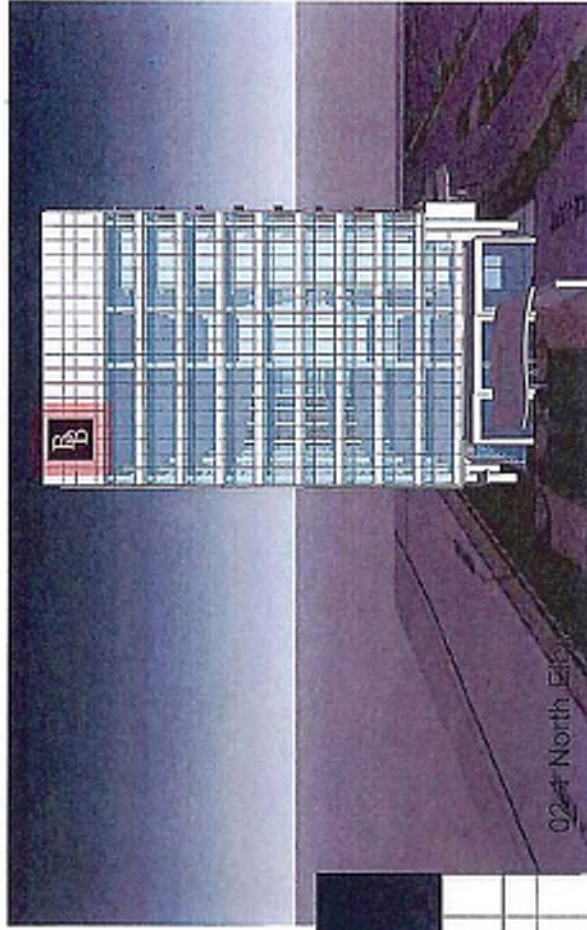
01.1 East Elevation



01.2 East Elevation Detail

RSS&H
 ENGINEERING ARCHITECTURE INTERIORS
 100 BEACH STREET
 DAYTONA BEACH, FLORIDA 32114
 WWW.RSSANDH.COM
 386.253.1100
 386.253.1101 FAX

BROWN & BROWN
 CORPORATE HEADQUARTERS
 100 BEACH STREET
 DAYTONA BEACH, FLORIDA 32114
 WWW.BROWNBROWN.COM
 386.253.1100
 386.253.1101 FAX



02.2 North Elevation

General notes

Red shaded areas indicate general location of building signage. Approximate size 16' high x 12' wide

Future building signage to be in the same general location and be the same general size.

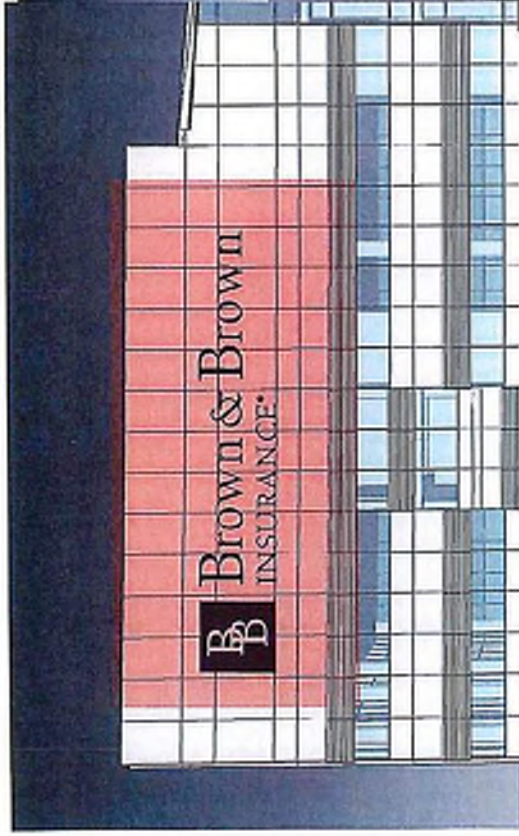
Building graphics and signage under development, image portrays approximate signage configuration, signage to incorporate Brown & Brown corporate typefaces and logos

Signage secured to building structure

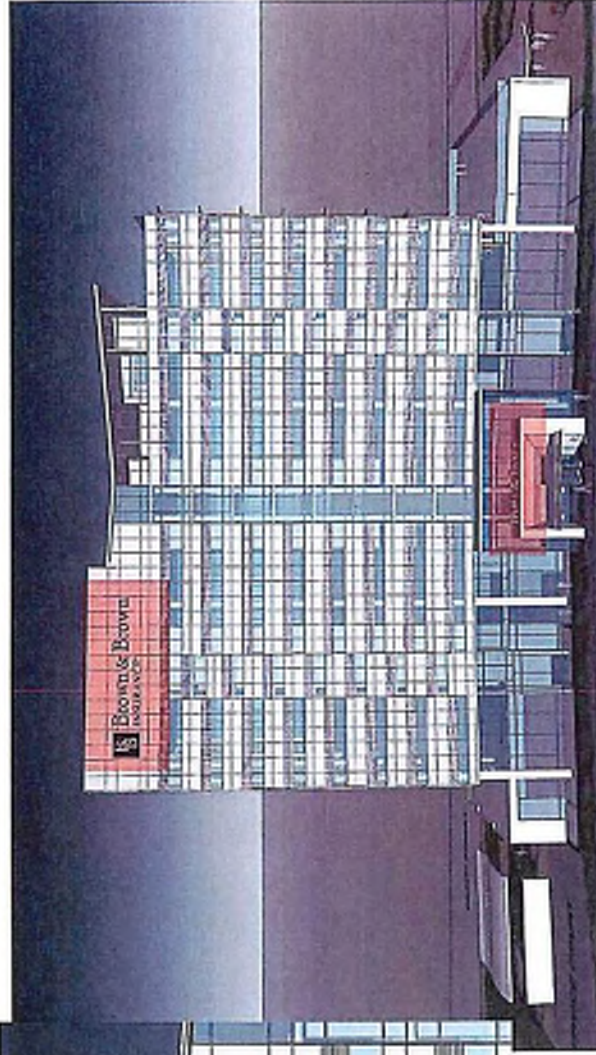


02.2 North Elevation Detail

RS&H BROWN & BROWN
 CORPORATE HEADQUARTERS
 323 BEACH STREET
 DAYTONA BEACH, FLORIDA 32114
 DESIGN DEVELOPMENT SET
 10/17/2015 10:00 AM
 10/17/2015 10:00 AM



03.2 West Elevation Detail



03.1 West Elevation

General notes

Red shaded areas indicate general location of building signage. Approximate size:

High signage 20' high x 62' wide

Canopy signage 3' high x 28' wide

Future building signage to be in the same general location and be the same general size.

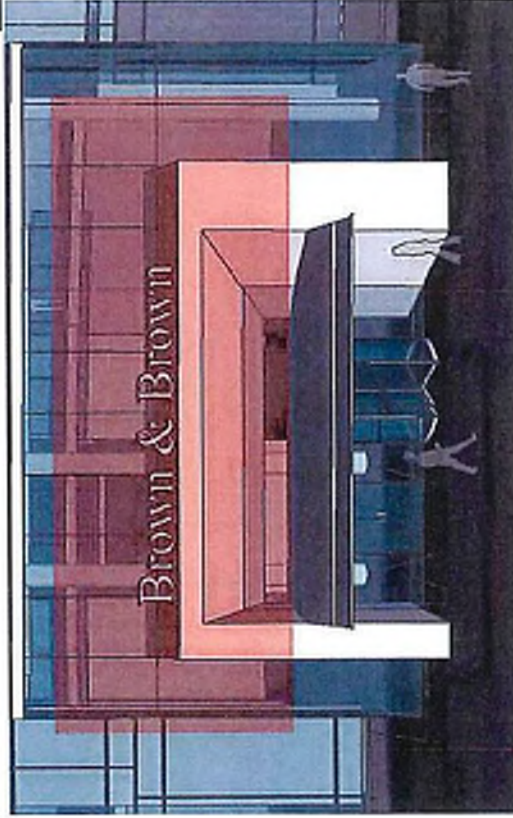
Building graphics and signage under development image portrays approximate signage configuration, signage to incorporate Brown & Brown corporate typeface and logos

Signage secured to building structure

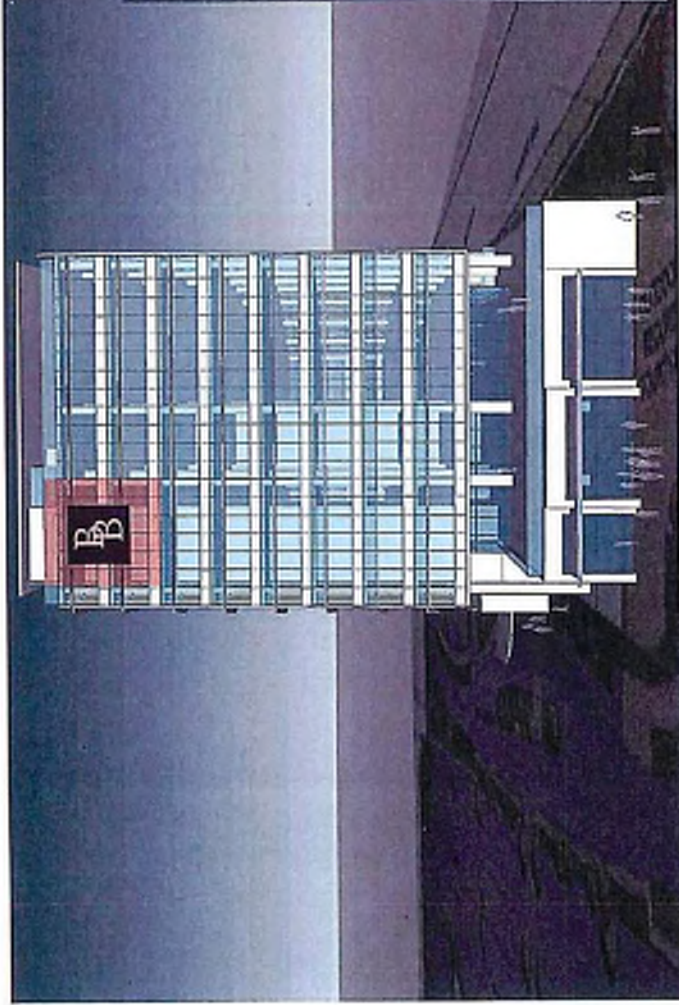
Freestanding Brown & Brown signage secured to entry canopy

RS&H BROWN & BROWN
CORPORATE HEADQUARTERS
5141 Corporate Park Blvd Suite
300, Jacksonville, Florida 32256-3000
Phone: 904.222.2222
Fax: 904.222.2222
www.rsandh.com

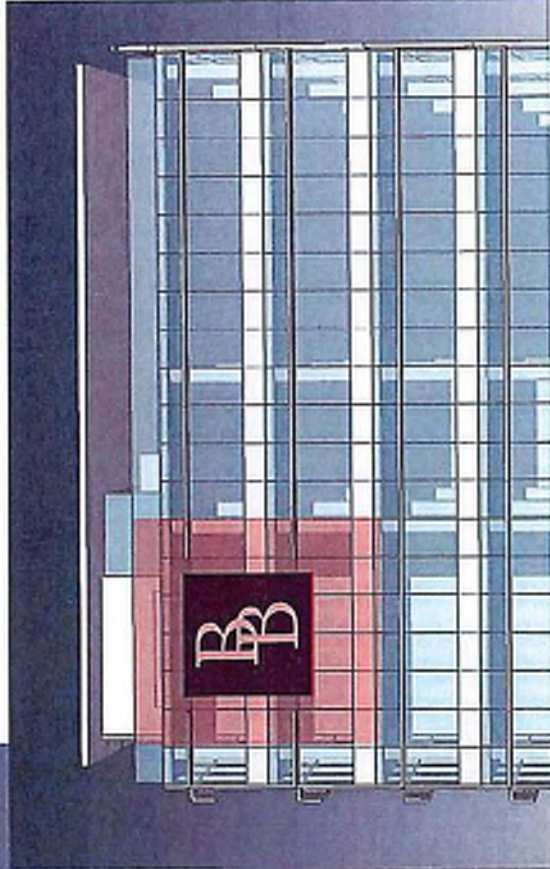
West Elevation Signage
03



03.3 West Elevation Detail



04.1 South Elevation



04.2 South Elevation

General notes

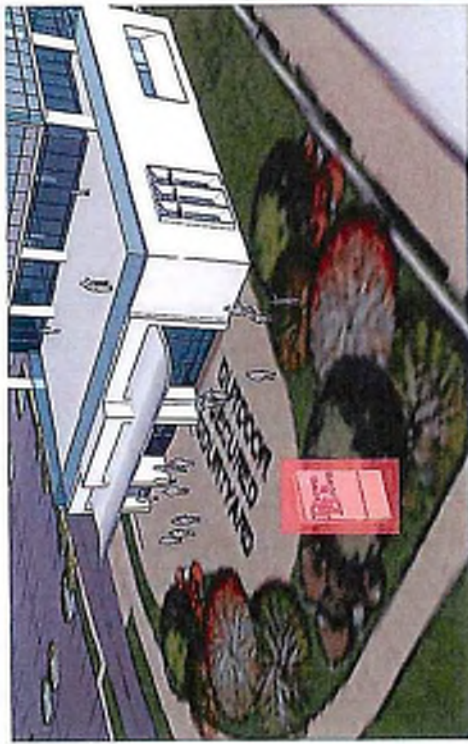
Red shaded areas indicate general location of building signage. Approximate size 16' high x 12' wide

Future building signage to be in the same general location and be the same general size.

Building graphics and signage under development. Image portrays approximate signage configuration, signage to incorporate Brown & Brown corporate typeface and logos

Signage secured to building structure

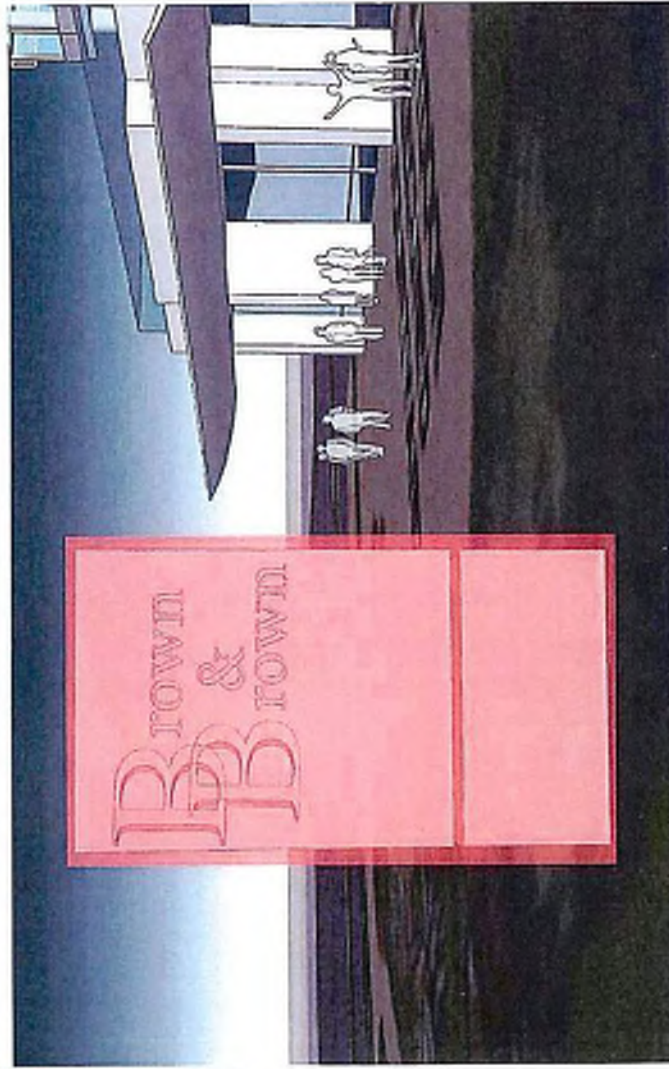
RS&H BROWN & BROWN
CORPORATE HEADQUARTERS
330 BEACH STREET
DAYTONA BEACH, FLORIDA 32114
DESIGN DEVELOPMENT SET
NOT FOR CONSTRUCTION



05.1 Site

General notes

- Red shaded areas indicate general location of site signage. Approximate size:
 - Southeast site area 16' high x 8' wide
 - Adjacent to vehicular access from Mary Midoud Bethune Blvd. 16' high x 8' wide
 - Adjacent to vehicular access from Beach Street 16' high x 8' wide
- Building graphics and signage under development image portrays approximate signage configuration, signage to incorporate Brown & Brown corporate typeface and logos
- Site monument sign concrete or cast stone base with pylon signage above



05.1 Site Detail



BROWN & BROWN
CORPORATE HEADQUARTERS
303 BEACH STREET
CAYTONA BEACH, FLORIDA 32144
904.222.2222
WWW.BROWNANDBROWN.COM
DESIGN DEVELOPMENT 947-
807.1234 5678

Brown & Brown

PROJECT NO. 1800409

DATE: 06.25.18

DESIGNER: SS

PROJECT DATA SHEET

SHEET 1

Brown & Brown

220 S. Ridgewood Ave.

Daytona Beach, FL

Parcel No.

As Noted

Address: 1800409.CC

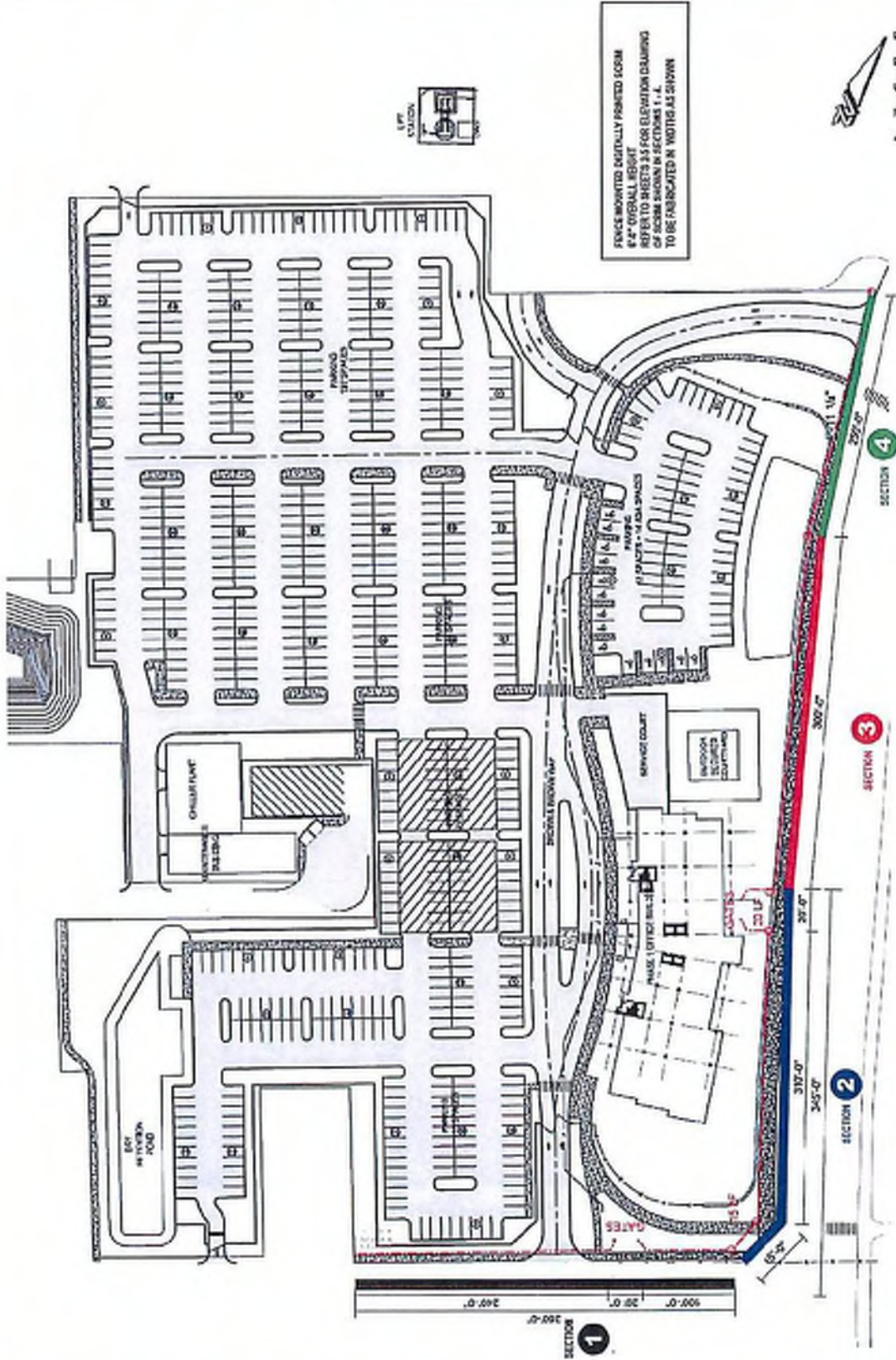
PERMANENT ELECTRICAL BY OTHERS.

The design herein represents an advisory
only and is not a contract. It is the user's
responsibility to verify the design with the
owner and any other parties involved in the
project.



STATE LICENSE # 12137

DATE: 06/25/18



Brown & Brown

DESIGN # 1800409
 DATE: 06.25.18
 DRAWN BY: SS
 Revision: (Date) Initials

SHEET 2
 BROWN & BROWN
 220 S. Ridgewood Ave.
 Daytona Beach, FL
 Cecil Ward
 As Noted
 Adobe Illustrator CC

This design is our registered or unregistered trademark in the property of DON BELL SIGNAGE LLC and shall not be reproduced or copied in whole or in part without the written permission of the above named person.



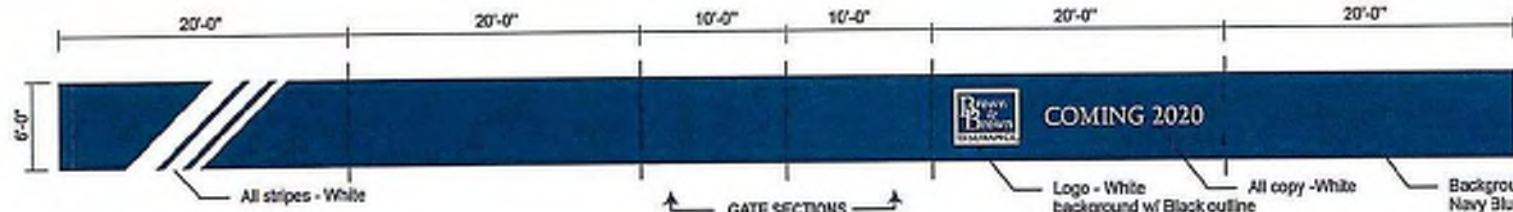
161 GAIL FLAKS
 10401 CHANCELLER, FL 32114
 (407) 254-1000
 WWW.DONBELL.COM



1 Elevation of Digitally printed Fence Scrim, Section (I) - reference below for widths each section will be fabricated, each section to have 3" bleed all sides



Logo - B & B & border - White
 Navy Blue background panel
 Red horz. stripe @ bottom of White border



Logo - White background w/ Black outline
 Brown & Brown - White w/ Navy Blue background panel
 Red horz. stripe @ bottom of Navy Blue panel
 Insurance & Rag Mark - Black

Background - Navy Blue



1 Elevation of Digitally printed Fence Scrim, Section (I) - Total lth 350'-0"
 Scale: 1/8" = 1'-0"

COLOR LEGEND	
	NAVY BLUE PMS 281C
	RED PMS 193C
	BLACK
	WHITE

Scope of work:
 DBS to fabricate & install single sided digitally printed scrim banners with hemmed edges & grommets 2'-0" O.C. To be attached to customer's existing fence.

Note: Sizes of existing Fence TBD

William M. Cobb
(1881-1999)
Thomas T. Cobb
(1916-2004)
W. Warren Cole, Jr.
(1926-2008)
Rhoda Bess Goodson
(1950-2017)

Scott W. Cichon
Robert A. Merrell III
John P. Ferguson
Mark A. Watts
Heather Bond Vargas
Kelly Parsons Kwiatek
Kathleen L. Crotty
Andrea M. Kurak
Matthew S. Welch



Daytona Beach • DeLand
149 South Ridgewood Avenue, Suite 700
Daytona Beach, Florida 32114
(386) 255-8171
CobbCole.com

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Michael O. Szupstajler
Pamela R. Masters
Robert E. Doan
Holly J. Woerschling
Rachel L. Pringle
Erica C. Johnson
Taylor M. Westfall
Sarah Zimmerman Fogle

OF COUNSEL
Harold C. Hubka
Thomas J. Leek
Larry D. Marsh
Maja Sander Bowler
William A. Parsons
Peter R. J. Thompson*

RETIRED
Thomas S. Hart

* Practice limited to federal immigration matters

August 3, 2018

VIA HAND DELIVERY

Mr. Dennis Mrozek
Planning Director
City of Daytona Beach
301 S. Ridgewood Avenue, Room 240
Daytona Beach, FL 32114

Re: Brown & Brown Headquarters
Planned Development-Redevelopment
DEV2018-094

Dear Dennis:

As you know, Cobb Cole has the pleasure of representing Brown & Brown, Inc. ("Brown & Brown") with respect to redevelopment of the property along the west side of Beach Street in Downtown Daytona Beach, which is the subject of DEV2018-094 (the "Property"). Through the planned development process, Brown & Brown intends to develop a national headquarters building, as well as other substantial site improvements as detailed below (the "Brown & Brown Headquarters"). As required by the Daytona Beach Land Development Code (LDC), this letter will detail the proposed deviations from the LDC and the public benefits provided associated with the redevelopment.

Public Benefits

The company that was to become Brown & Brown was founded in Daytona Beach in 1939. Today, Brown & Brown, through its subsidiaries, offers a broad range of insurance products and related services and operates throughout the United States, England and Bermuda. Serving businesses, public entities, trade and professional associations, and families and individuals, Brown & Brown is ranked by *Business Insurance* magazine as the United States' sixth largest independent insurance intermediary. The Brown & Brown Headquarters is a proposed 10-story commercial, office building that will house Brown & Brown's local, state and national operations.

Mr. Dennis Mrozek
August 3, 2018
Page 2

The economic benefits associated with the Brown & Brown Headquarters are significant. The Brown & Brown Headquarters will bring an estimated 625 new, permanent jobs to the community (bringing Brown & Brown's total local workforce to an estimated 900 employees) and at an average wage that is significantly more than the County average (nearly 100% higher than the Volusia County per capita average). In addition, the Brown & Brown Headquarters is projected to have a taxable value of \$37.2 million dollars. Accordingly, the Brown & Brown Headquarters will increase the tax base within one of the City's Community Redevelopment Areas with an estimated ad valorem tax revenue of \$245,000.00 per year to the City.

The Brown & Brown Headquarters will provide much needed stormwater treatment and management for the Property and surrounding parcels. Historically, the former automotive uses at the Property discharged untreated stormwater directly into the Halifax River. The Brown & Brown Headquarters redevelopment includes significant stormwater improvements, including a mixture of stormwater ponds and vaults, that will retain and treat stormwater before it is reintroduced into the aquifer and/or surrounding waterbodies. Further, the redevelopment will improve stormwater management for surrounding parcels through the upsizing of stormwater improvements for properties which flow through the Property. Brown & Brown understands that the surrounding parcels have traditionally experienced significant flooding during storm events and proposes to upgrade and improve said infrastructure to reduce and/or eliminate the levels of flooding that currently impact adjacent properties.

Beyond a traditional office building, the architecture and landscaping will identify the City as the home to Brown & Brown and serve as a catalyst for the continued redevelopment of Downtown Daytona Beach. The Brown & Brown Headquarters will beautify the Beach Street frontage and provide screening to the adjacent neighborhood by providing substantially more landscaping than is required under the LDC. Brown & Brown plans to not only provide landscape buffers where required, but will do so in a quantity, size, and scale that is unprecedented in the area. Specifically, the landscaping will be designed and installed to complement improvements to the public park on the east side of Beach Street and along the Halifax River. Along with the increased caliper size, Brown & Brown plans on including two (2) marquee trees, located on each corner of the Property fronting Beach Street. The trees proposed for planting will be of a size that provide shade to the Property, including parking areas, and will achieve the visual intent of the LDC immediately. Brown & Brown will also provide mitigation above and beyond what would be required for the removal of trees on the site, including unsafe and unhealthy historic trees, through a mixture of tree replacement, contribution to the City's tree fund, and the inclusion of the marquee trees. Brown & Brown understands that tree removal is an important issue and intends to provide landscaping in a manner that will ensure sufficient greenery to balance the redevelopment and enhance the neighborhood. From installation, the landscaping on the Property will be denser than most developments and the full realization of the landscaping will be seen at a date much earlier than other developments.

The Brown & Brown Headquarters also includes the redevelopment of a site that is complicated by the historic use of the Property for automotive uses dating back to 1916. Most

Mr. Dennis Mrozek
August 3, 2018
Page 3

recently a portion of the Property was the location of the former Lloyd and Massey car dealerships, which ceased operations nearly a decade ago. Over the last 10 years, there have been various efforts to redevelop the Property for residential, commercial and institutional uses, which have been unable to move forward due to economic and environmental concerns, including but not limited to soil and groundwater contamination. In 2017, Brown & Brown voluntarily agreed to cleanup the environmental issues at the Property by signing a Brownfield Site Rehabilitation Agreement with the Florida Department of Environmental Protection (“FDEP”). Environmental activities performed by Brown & Brown since signing the agreement include soil and groundwater assessment, free product recovery and removal, contaminated soil and storage tank removal, and post remedial groundwater monitoring. In July 2018, the FDEP issued a no further action letter for the former Massey site, indicating that the environmental cleanup of the site is complete. Environmental activities continue at the former Lloyd site with the goal of reaching regulatory closure as quickly as possible under the applicable regulations. When completed correctly, brownfield redevelopment is a significant component of community revitalization and the Brown & Brown Headquarters is a prime example. Through the redevelopment of a vacant and underutilized property, the Brown & Brown Headquarters will prevent the premature development of open space, natural and environmentally sensitive areas, reduce blight and public costs for installing new infrastructure, and eliminate public health and environmental hazards.

As part of the development process, Brown & Brown seeks to rezone the Property to Planned Development. The PD zoning promotes creative and innovative planned developments by allowing for flexible design, integrated design elements, and efficient allocation and maintenance of open space. The development proposed in the PD Agreement for the Brown & Brown Headquarters is designed to ensure the proposed redevelopment achieves this purpose, by creating a cohesive and unified development, which maintains and enhances the City’s goals for Downtown Daytona Beach.

In addition, the Brown & Brown Headquarters is designed to be consistent with the policies and goals set forth in the Comprehensive Plan. The Neighborhood D development policies contemplate “redevelopment to address the issues of existing blight and provide commercial and residential opportunities for redevelopment.” Further, Goal I of the City’s Redevelopment Element references “the creation of environmentally and economically sound and aesthetically pleasing new development and rehabilitated projects...and improvements in the tax base consistent with the adopted Redevelopment Area Plans.”

Waivers

Brown & Brown recognizes the importance of the standards contained in the LDC and have made every reasonable effort to bring forward a project consistent with said requirements. However, as more particularly discussed herein, the Brown & Brown Headquarters redevelopment requires certain minor code waivers, which are balanced against the significant public benefits.

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August 3, 2018
Page 4

Building Perimeter Landscaping: Continuous landscape areas shall be located adjacent to all building perimeters. (LDC, 6.4.C.2.) – Brown & Brown proposes to cluster landscaping around the building and development, or the ability to relocate building perimeter landscaping to other locations of the Property. The Applicant does not propose any reduction in the required landscaping and the overall landscape materials on the Property will meet the requirements of the LDC.

Tree Protection Zones: The LDC generally restricts development within a tree protection zone. (LDC, 6.15.A.10.) – Brown & Brown requests that a maximum of 50% of development be permitted within the tree protection zone as it is necessary to increase and maximize the site use allowing for pedestrian interaction with historic trees. Brown & Brown proposes additional mitigation where development encroaches on any established Tree Protection Zones.

Sidewalks: Pedestrian walkways shall be at least seven feet wide in commercial districts. (LDC 6.3.H.4.a.) – Brown & Brown requests a reduction in the required width of the proposed pedestrian walkway to five (5) feet. This reduction will decrease the amount of impervious area proposed in a flood prone area and will facilitate the increase in landscape materials provided.

Tree Preservation: Except where allowed in the Section, all historic trees subject to Section 6.15.A.7. shall be retained, during and after development, within a tree protection zone established in accordance with Section 6.15.A.8 Tree Protection Zone. (LDC, 6.15.A.7.b.) Brown & Brown requests that the required preservation of historic trees on site be reduced by ten trees. Brown & Brown's arborist determined that a number of the trees proposed for removal are necessary for safety reasons or by virtue of the health of the tree. Brown & Brown proposes to mitigate for the removal of trees through the replanting of larger caliper trees, contributing to the City's tree mitigation fund, following the mitigating actions proscribed by the arborist where feasible, and planting the additional marquee trees as described above.

Wall Height: Except as specifically provided otherwise in this Code, fences and walls shall not exceed four feet in height along and between the front lot line and the front of the structure and shall not exceed six feet in height elsewhere on the lot. (LDC, 6.8.C.4.a.) – Due to the location of the proposed chiller plant near adjacent residential development, Brown & Brown requests approval of a twelve (12) foot wall surrounding that area of the Property. The wall will help shield the residential development from any perceived negative effects that the chiller plant may have, such as sound attenuation, and to provide security for the building and the Property.

Mitigation: Damage or removal of trees within a tree protection zone, or removal of trees required to be retained by this section, shall require reforestation of the lot or development site in accordance with these standards. (LDC, 6.15.A.9.) – Brown & Brown requests that mitigation not be required for trees removed to improve City rights-of-way, stormwater, or utility easements that would otherwise be the responsibility of the City, were they to construct improvements in these areas, and would occur on City property. Brown & Brown proposes to install additional landscape material, above what is required by the LDC.

Mr. Dennis Mrozek
August 3, 2018
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Additionally, Brown & Brown requests that mitigation be permitted to occur outside of the existing driplines at the Property. Brown & Brown is not proposing that the required mitigation be reduced, other than as requested above within City improvements, and will otherwise meet and exceed the caliper requirements for mitigation.

Signage:

Wall Signs: The RDD-3 zoning district generally permits wall signage at 1 sf. per linear feet of frontage at a maximum of 100 sf. (LDC, Table 6.10.K.6.B.) – The Applicant is proposing a total of 8 wall signs for both phases of the project. Each phase will be permitted 4 wall signs at a maximum single sign area of 1,240 sf. This signage will be tasteful and of a proportionate size and scale for the proposed building. The signage will appropriately advertise the national headquarters of Brown & Brown and its establishment in Downtown Daytona Beach.

Monument Signs: It permits 2 signs with 1 sf per 2 linear ft of frontage, up to 120 feet with greater than 200 feet of frontage. The maximum height is set at 8 ft. (LDC, Table 6.10.K.6.B. and 6.10.J.7.a.i.)- The Applicant is proposing a total of 2 monument signs for both phases of the project. The signs will be a maximum of 16 ft. in height and a total of 128 sf. each in area. The signs shall be placed on the north and south portions of the property to allow for proper advertisements of the project along Beach Street. This signage will be tasteful and of a proportionate size and scale for the proposed building. The signage will appropriately advertise the national headquarters of Brown & Brown and its establishment in Downtown Daytona Beach.

Canopy Signs: The LDC does not specifically permit the use of Canopy Signs in the RDD-3 zoning district. – The Applicant is proposing the inclusion of 2 canopy signs for both phases of the Project. These signs will have a total sign area of 84 sf and will have a maximum height of 3 feet. The canopy signs will enhance the main entrance of the building, will be of an attractive and tasteful design, and will be of an appropriate size and scale for the proposed building.

Construction Signage: One construction site sign shall be permitted per construction project, with a sign area not exceeding 32 square feet. (LDC 6.10.J.12.b.i.) – Brown & Brown proposes to include signage that is a total of six (6) feet in height surrounding the Property in addition to standard wooden signage at the corners of the Property. Brown & Brown also requests that the lining of the fence intermittently include the anticipated completion date, Brown & Brown's logo, and limited text promoting the proposed development. While this will be more than the allotted 32 square feet, the proposed signage is attractive, consistent with the intent of the LDC, and of an appropriate proportion to the size of the Property and proposed redevelopment.

Construction signs shall be erected no more than five days prior to the beginning of construction for which a building permit has been issued, shall be confined to the site of construction, and shall be removed five days after completion of construction and prior to occupancy. (LDC, 6.10.J.12.b.i) – Brown & Brown proposes to allow construction signs to be

Mr. Dennis Mrozek
August 3, 2018
Page 6

erected up to 60 days in advance of construction. This will allow the shielding of site preparation activities and the continuing shielding of the Property without having to remove and reinstall the then existing fencing and signage. While it is of a longer duration than is generally permitted under the LDC, it is in keeping with the intent thereof when considering the estimated duration of the site preparation and construction activities. Additionally, the proposed signage is attractive and will provide adequate screening for the nearby residential neighborhood.

As a gateway building to Downtown Daytona Beach, the Brown & Brown Headquarters will serve as a catalyst for the continued growth and prosperity of the City of Daytona Beach. The redevelopment proposed in this Planned Development reflects the culmination of continuing efforts by Brown & Brown to develop a signature property to identify the City as the headquarters, and more importantly the home, of Brown & Brown. Through the Planned Development process, Brown & Brown will be able to accommodate the needs of its employees, clients, leadership, visitors and the community in a well-planned and visually pleasing manner.

On behalf of Brown & Brown, Cobb Cole respectfully requests approval of the PD rezoning associated with the Brown & Brown Headquarters. Should you have any questions or concerns, please do not hesitate to contact me.

Sincerely,



Robert A. Merrell III

Direct Dial (386) 323-9263
Email Rob.Merrell@CobbCole.com
Fax (386) 944-7955

RAM/RIP:ddl

cc: Brown & Brown Realty Co.
Zev Cohen & Associates, Inc.



10748 Deerwood Park Blvd South
Jacksonville, FL 32256

☎ 904-256-
2500
F 904-256-
2501

rsandh.com

July 23, 2018

Mr. Dennis L. Mrozek
Planning Director
City of Daytona Beach
301 S. Ridgewood Avenue, Room 240
Daytona Beach, FL 32114

**RE: Brown & Brown Headquarters
 Planned Development-Redevelopment
 DEV2018-094**

Dear Mr. Mrozek,

Please find below our response for the above referenced project for a comment on section related to REDEVELOPMENT by Mr. Jason Jefferies for "Item 10" asking for an architect's statement on how the building meets Redevelopment Design Standards.

The Brown & Brown Headquarters meets the Redevelopment Design Standards by responding to intent of each element. We have designed an appropriate scaled building for the large site with prominent frontage to Beach Street and the adjacent open space of the riverfront park and Halifax River. The Headquarters and future building are sited to place open parking lots, building service functions and a future parking structure to the rear of the building. Landscape and open space fronts the public streets. We have designed the headquarters building to transition from the adjacent blocks current less intensive development with open space to the north and south.

The form of the building is not a monolithic box. Visual interest is incorporated into the design of the headquarters with a large street-facing two pieced curving glass façade sitting on a podium of precast and glass. The two curved glass facades divide the frontage into two parts appropriate scaled and establish a rhythmic pattern of glass modules along the facades. The two curved façades are set above a one-story building podium appropriate in scale to the street experience and is glassy and open to allow views to the street and out to the park and waterfront. This provides continuity of pedestrian movement along Beach Street.



The glassy façade provides significant views for all occupants on every floor with dramatic views of the waterfront park and Atlantic Ocean beyond. The developments architecture, signage, and materials are of high quality and not in conflict with adjoining structures. Building materials of glass and precast promote a sense of permanence, a modern style and appropriate detail. The rooftops at the podium and tower roof are designed to be useable outdoor space.

The development also enhances the pedestrian experience of Beach Street using landscaping, terracing and curved elements. This helps to soften the street experience of the five-foot elevation change from the required floodplain headquarters elevation of the first floor to the existing Beach Street elevation.

If you need any additional information, or have any questions, please feel free to contact me.

Kind Regards,

A handwritten signature in blue ink, appearing to read 'John Pehling'.

John Pehling, AIA, Vice President
FL Reg. No. AR 0012695

CC: Project File

U:\P\501-0539-000 Brown & Brown HQ\DOCS\D-Correspondence\D.3 Agencies & Permitting
Rachel Pringle - Cobb & Cole

Memorandum



Post Office Box 2491
Daytona Beach, Florida 32115-2491
(386) 255-8171
CobbCole.com

To: Dennis Mrozek, Planning Manager, City of Daytona Beach
From: Deborah D. LaCroix, CLA
Date: March 13, 2018
Client/Matter #: Brown & Brown Headquarters
Planned Development-Redevelopment Rezoning
DEV 2018-094
Subject: Neighborhood Meeting Summary - March 12, 2018

A neighborhood meeting was held in the conference room of Cobb Cole, located at 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL on March 12, 2018 at 6:00 p.m.

Rob Merrell, David Lotz, Michael Sznajstajler, Bobby Ball, Kris Rowley, Dan Heumann, Rachel Pringle, and Deborah Aliff were in attendance to explain the rezoning request.

The meeting was well attended by neighbors who received invitations to the meeting, as well as interested citizens who received the City email blast. See attached Sign-In Sheet.

The neighbors were receptive to the proposed project and indicated concern regarding the possibility of speed bumps on area streets to slow down the traffic from Beach Street to Ridgewood Avenue, as well as what the future plans for the riverfront park property are.

Thanks.

Deb.

ATTACHMENT E

BROWN & BROWN HEADQUARTERS
PLANNED DEVELOPMENT-REDEVELOPMENT
REZONING

NEIGHBORHOOD MEETING
MARCH 12, 2018 6:00 P.M.
SIGN IN SHEET

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
MIKE DENIS	625 LEVOR DR	310-7141
Nancy & Michael Flenniken	147 Fairview Av	865-680-5542
Chelcey Flenniken	147 Fairview Av	865-680-5542
CHRIS DAEN	132 PIERCE Ave	384-258-7970
Joe Polo	213 1st Ave	386-308-0634
Arnold Wicher	213 1st Ave	384-308-0634
Derek Cox	204 1st AVE	386-5865066
BELLE PEYTON	242 TARRAGONAWH	386-255-4659
Winda Smiley	357 Manhattan	
Jenna Malate	10 Nollwech Way	386-322-6260
Pastor Mike Pastore	1508 VIRGINIA	386 631-7852
Jan & Robert Ellis	216 First Ave	386-262-2489

ATTACHMENT E

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
Sandra Snodgrass	980 Canal View Blvd	386-872-0757
Betty G. Landry	134 Michigan Ave	603 974-2050
Mark Case	ML Realty	386-295-8290
Jean Walters	322 Kenosha	386 3076015
Jill Whit	501 Ocean Pines	386 316 0725
Jennifer Cannon	212 Mullally	
Christian Cannon	231 First Ave	386 2955872
Chris NOE	328 Wisconsin	203 554-4013
Dr. P. B. Eck	P.O. Box 9392	252-8220
Wesley Ann	502 Rio Vista	386 527 5089
EDITH SHELLEY	313 S. PALMETTO AVE 2600 S PENINSULA DR	(386) 681-7868
LINDA SMITH	1718 BIRMINGHAM, HH	386 451 4579
AM.	P.O. BOX 82, O.B.	(817) 815-8865
Bill + Lin WENIGER	1400 N. GRANDVIEW AVE	386-361-9180
BRIAN T. Babb	208 News Journal Center	386.898.1068
RAY TONG	382-384 N. Beach ST	386-527-9787
Jeff Lowe	310 Dunbar Court Rd	386-985-5736
JEMMY NAZAK	501 HARVEY 32118	512-617-5363
Patrick Ficker (P)	137 1st Ave	423-457-2979
Tom Myers	200 N BEACH ST	386 236 4864
Quanita May	115 Magnolia Ave	586-235-7902

ATTACHMENT E

BROWN & BROWN HEADQUARTERS
PLANNED DEVELOPMENT-REDEVELOPMENT
REZONING

NEIGHBORHOOD MEETING
MARCH 12, 2018 6:00 P.M.
SIGN IN SHEET

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
Kris Rowley	300 Interchange Blvd.	386-677-2482
Bobby Ball	"	"
DAN HEUMANN	10748 DEERWOOD PARK BUDS JACKSONVILLE, FL 32256	(904) 256-2427
Rachel Pring	149 S. Ridgewood Ave.	(386) 323-9271
Deborah Aliff	149 S. Ridgewood Ave.	(386) 323-9263
DAVID LUTZ	226 S. RIDGEWOOD AVE	386-279-8883
CASIMIRA HARRISON	NJ	386-453-5155
Anne Ruby	137 Park Ave	617-223-1084
Amy Pule		407-797-6174
Michael Sengstaler	Cobb Cde	386-323-9222
Scott Markham		386-747-5302
Alan Demarest	202 Mullally St	386-631-3970
Laurenda Rippey	215 Mullally St	317-410-9203
Leigh Anne Avant	210 Mullally St	334-646-2494
Jenni Field	211 Mullally	386-281-7849

ATTACHMENT E

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
WILLIAM FIELD	211 MULLALLY ST	386-281-7848
JEFF GREINER	134 M. G. I. G. A. C.	386-314-4543
STEVE SELIK	1200 ESB	386-506-3169
Sandra Presswood	202 Bethune	(901) 876-8493
Harold Goodemote	619 N. Beach St	386-257-3570
John Bailey	506 RIO VISTA AVE	386-677-9947
Rick & Grace Crouch	139 1st Ave	520-559-5436
KARIN VOOLF	502 RIO VISTA AVE	386.334.5287
Amanda Moreno	412 Goodall Ave	760-224-1905
Alex D. de	Dugan Dr	—
KEP SMICKLAND	D.B.	386-307-4253
WARREN TRAGER	D.M.	386-255-3019
COMMISSIONER TRAGER	D.M.	"
Linda Caracushansky	D.B.	386 236 4270
BIG		212-2700

William M. Cobb
(1881-1939)
Thomas T. Cobb
(1916-2004)
W. Warren Cole, Jr.
(1926-2008)
Rhoda Bess Goodson
(1950-2017)

Scott W. Cichon
Robert A. Merrell III
John P. Ferguson
Thomas J. Leek
Mark A. Watts
Heather Bond Vargas
Kelly Parsons Kwiatek
Kathleen L. Crotty
Andrea M. Kurak



Daytona Beach • DeLand

149 South Ridgewood Avenue, Suite 700
Daytona Beach, Florida 32114
(386) 255-8171
CobbCole.com

Matthew S. Welch
Michael J. Woods
Michael O. Sznajstajler
Pamela R. Masters
Robert E. Doan
Holly J. Woerschling
Rachel I. Pringle
Kelsie W. Willett
Erica C. Johnson

OF COUNSEL
Harold C. Hubka
Larry D. Marsh
Maja Sander Bowler
William A. Parsons
Peter R. J. Thompson*

RETIRED
Thomas S. Hart

*Practice limited to federal
immigration matters

March 2, 2018

INVITATION TO NEIGHBORHOOD MEETING - UPDATED

Dear Neighbor:

The law firm of Cobb Cole has the pleasure of representing Brown & Brown Inc., the owner of approximately 11.44+/- acres of property located on the West side of Beach Street, and from Mary McLeod Bethune Blvd. to Mullally Street (the "Brown and Brown Headquarters Property"). The City owns approximately 16.95+/- acres East of the Brown and Brown Headquarters Property along the riverfront (the "City Park Property"), all as shown on the attached map. The owner and the City intend to rezone the Brown and Brown headquarters Property for offices, with associated accessory uses, and the City Park Property for passive park uses.

We previously sent a letter which mistakenly stated that Brown and Brown owned the property on both sides of Beach Street, and this letter is being sent to clarify that. Please disregard the previous letter.

As future neighbors to the proposed rezoning, we would like to invite you to discuss this item on **Monday, March 12, 2018 at 6:00 p.m.** in the conference room of the Cobb Cole law firm, located at the Cobb Cole Center, 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL 32114.

We look forward to seeing you at this meeting if you are interested in discussing this rezoning.

Sincerely,

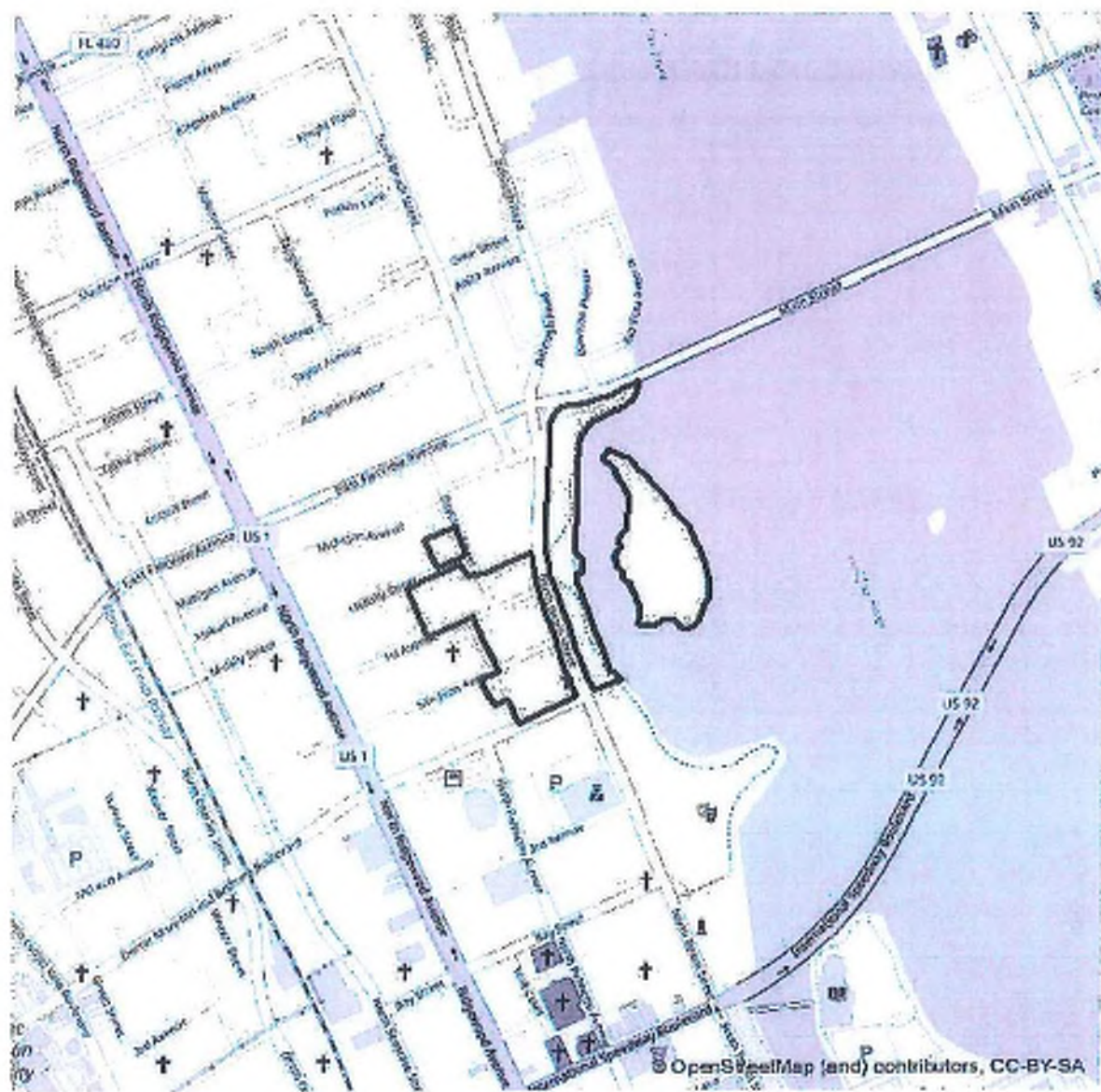
A handwritten signature in blue ink, appearing to read "RAM", is written over a blue horizontal line.

Robert A. Merrell III

Direct Dial (386) 323-9263
Email Rob.Merrell@CobbCole.com
Fax (386) 944-7955

RAM:RIP/ddl
Enclosures

ATTACHMENT E



William M. Cobb
(1881-1939)
Thomas T. Cobb
(1916-2004)
W. Warren Cole, Jr.
(1926-2008)
Rhoda Bess Goodson
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Daytona Beach • DeLand

149 South Ridgewood Avenue, Suite 700
Daytona Beach, Florida 32114
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Matthew S. Welch
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Rachel I. Pringle
Kelsie W. Willett
Erica C. Johnson

OF COUNSEL
Harold C. Hubka
Larry D. Marsh
Maja Sander Bowler
William A. Parsons
Peter R. J. Thompson*

RETIRED
Thomas S. Hart

*Practice limited to federal
immigration matters

February 28, 2018

INVITATION TO NEIGHBORHOOD MEETING

Dear Neighbor:

The law firm of Cobb Cole has the pleasure of representing Brown & Brown Inc., the owner of 28.39 +/- acres of property located on the East and West side of Beach Street, and from Mary McLeod Bethune Blvd. to Mullally Street and Main Street, as shown on the attached map. The owner intends to rezone the property for office, with associated accessory uses, and passive park uses.

As future neighbors to the proposed rezoning, we would like to invite you to discuss this item on **Monday, March 12, 2018 at 6:00 p.m.** in the conference room of the Cobb Cole law firm, located at the Cobb Cole Center, 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL 32114.

We look forward to seeing you at this meeting if you are interested in discussing this rezoning.

Sincerely,

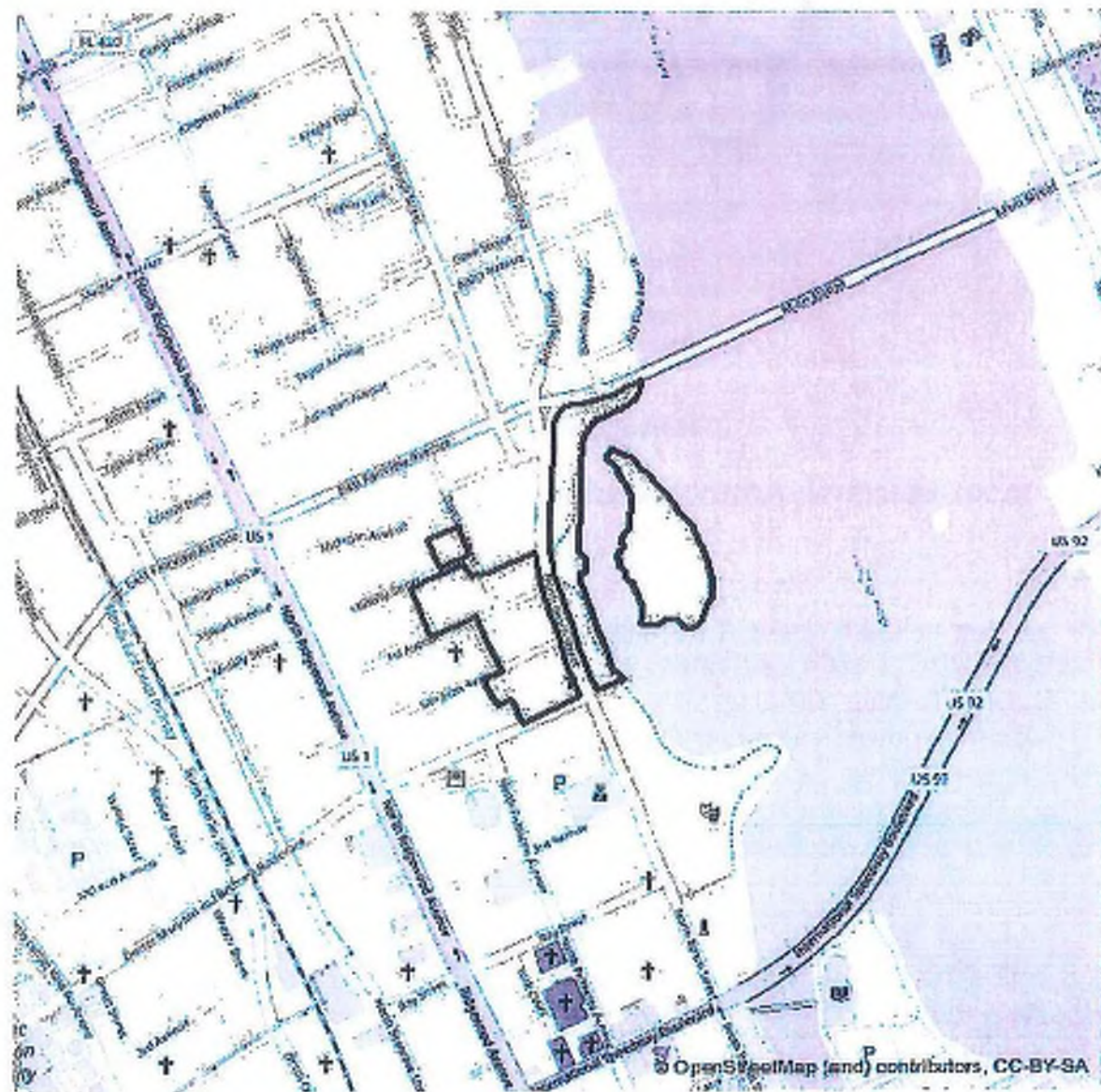
A handwritten signature in blue ink, appearing to read "R. Merrell III", is written over a light blue horizontal line.

Robert A. Merrell III

Direct Dial (386) 323-9263
Email Rob.Merrell@CobbCole.com
Fax (386) 944-7955

RAM:RIP/ddl
Enclosures

ATTACHMENT E



NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave. Suite 700

INTERESTED PARTIES CAN CONTACT Cobbs Cole
AT 386 323 4263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Re-zoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave Suite 700

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 AT 10pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

140 S Ridgewood Ave Suite 700

INTERESTED PARTIES CAN CONTACT Cobb Cole
at 380 323-9203 FOR FURTHER INFORMATION

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave. Suite 700

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 at 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Res Zoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave Suite 100

INTERESTED PARTIES CAN CONTACT Carla Cole
at 281-336-7700 FOR MORE DETAILS. THANK YOU!

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
3/12/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave Suite 700

INTERESTED PARTIES CAN CONTACT Cobb Cole
AT 386-323-9263 FOR FURTHER INFORMATION.

Memorandum



Post Office Box 2491
Daytona Beach, Florida 32115-2491
(386) 255-8171
CobbCole.com

To: Dennis Mrozek, Planning Manager, City of Daytona Beach
From: Deborah D. LaCroix, CLA
Date: July 18, 2018
Client/Matter #: Brown & Brown Headquarters
Planned Development-Redevelopment Rezoning
DEV 2018-094
Subject: Additional Neighborhood Meeting Summary – July 17, 2018

An additional neighborhood meeting was held in the conference room of Cobb Cole, located at 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL on March 12, 2018 at 6:00 p.m.

Rob Merrell, David Lotz, Michael Sznajstajler, Bobby Ball, Kris Rowley, Jake Stehr, Matthew West, Dan Heumann, Rachel Pringle, and Debi LaCroix were in attendance to explain the rezoning request.

The meeting was well attended by neighbors who received invitations to the meeting, as well as interested citizens who received the City email blast. See attached Sign-In Sheet.

The reason for the additional meeting was the change in the Planned District area. The applicant has acquired additional property and added it to the Plan, as well as removed the riverfront park property.

The neighbors were receptive to the proposed project and indicated concern regarding access to Beach Street, the vacation of San Juan, public roadway improvements, and traffic calming measures in the surrounding neighborhood.

Thanks.

Deb.

ATTACHMENT E

BROWN & BROWN HEADQUARTERS
PLANNED DEVELOPMENT-REDEVELOPMENT
REZONING

DEV 2018-094

ADDITIONAL NEIGHBORHOOD MEETING
JULY 17, 2018 6:00 P.M.
SIGN IN SHEET

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
Bobby Ball	ZCA	386-677-2482
Kris Rowley	ZCA	"
DAVID LOTZ	Brown's Beard	386-239-8863
Rick Crouch	139 First Ave.	520-559-5436
Michael Sampstejer	Cobb Cole	323-9222
John C Rippey	215 Mullanly	(317) 442 0271
JENNIFER FIELD	211 MULLALLY ST.	386-281-7849
Dave Greiner	Cobb Cole	
Rob Merrill	" "	" "
Rachel Pringle	" "	" "

ATTACHMENT E

BROWN & BROWN HEADQUARTERS
PLANNED DEVELOPMENT-REDEVELOPMENT
REZONING

DEV 2018-094

ADDITIONAL NEIGHBORHOOD MEETING
JULY 17, 2018 6:00 P.M.
SIGN IN SHEET

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
Yous B moe Gonzalez	202-204-220	tanjuan cal
Alu Cu		
Leig Anne Avant	210 Mullally St	334-646-2494
Joe Polo	213 1st Ave	386-308-0634
Chris Noe	328 Wisconsin	203 554-4013
CHRIS DAVIS	132 PIERCE Ave	386-259-7970
RAY TOUTOUCHIAN	482 N-Back ST.	386-527-9757
JEFFREY DEMAREST	208 MULLALLY ST	386-871-6386
AMY PILE	136 S. Grandview Ave	407-797-6174
John Bailey	506 Rio Vista Ave	386-677-9947
Aland Demarest	202 + 8 Mullally St.	386-631-3970
WILLIAM FIELD	211 MULLALLY	386-281-7848
KEN STRICKLAND	1208 N. HALIFAX AVE	386-307-4253
Linda Similey	357 Manhattan Ave	386-219-3677
Anne Ruby	137 Park Ave	617-223-1094

ATTACHMENT E

BROWN & BROWN HEADQUARTERS
PLANNED DEVELOPMENT-REDEVELOPMENT
REZONING

DEV 2018-094

ADDITIONAL NEIGHBORHOOD MEETING
JULY 17, 2018 6:00 P.M.
SIGN IN SHEET

<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE NUMBER</u>
JAKE STEHR	203	386-677-2482
MATTHEW WEST		386-257-2571
Sandi Snodgrass		386-872-0757
WILLIAM FIELD		386-281-7848
Richard Schomer		386-681-7329
James Lanni		386-527-3023
DORSH COX		386-566-5066
Reah Dan		386-235-4651

William M. Cobb
(1881-1939)
Thomas T. Cobb
(1916-2004)
W. Warren Cole, Jr.
(1926-2008)
Rhoda Bess Goodson
(1950-2017)

Scott W. Cichon
Robert A. Merrell III
John P. Ferguson
Thomas J. Leek
Mark A. Watts
Heather Bond Vargas
Kelly Parsons Kwiatek
Kathleen L. Crotty
Andrea M. Kurak



Daytona Beach • DeLand

149 South Ridgewood Avenue, Suite 700
Daytona Beach, Florida 32114
(386) 255-8171
CobbCole.com

Matthew S. Welch
Michael J. Woods
Michael O. Sznapstajler
Pamela R. Masters
Robert E. Doan
Holly J. Woorsching
Rachel J. Pringle
Kelsie W. Willett
Erica C. Johnson

OF COUNSEL
Harold C. Hubka
Larry D. Marsh
Maja Sander Bowler
William A. Parsons
Peter R. J. Thompson*

RETIRED
Thomas S. Hart

*Practice limited to federal
immigration matters

July 6, 2018

INVITATION TO ADDITIONAL NEIGHBORHOOD MEETING

Dear Neighbor:

The law firm of Cobb Cole has the pleasure of representing Brown & Brown Inc., the owner of approximately 14+/- acres of property located on the West side of Beach Street, and from Mary McLeod Bethune Blvd. to Mullally Street (the "Brown and Brown Headquarters Property"). The owner intends to rezone the Brown and Brown headquarters Property for offices, with associated accessory uses, all as shown on the attached map.

We previously held a neighborhood meeting on March 12, 2018. Brown & Brown has acquired additional property, which requires an additional neighborhood meeting. The City owns approximately 16.95+/- acres East of the Brown and Brown Headquarters Property along the riverfront (the "City Park Property"). We have removed that property from the rezoning. Other than adding property to the Brown & Brown Headquarters Property, and removing the City Park Property, no other revisions to the previous neighborhood meeting materials have been made.

As future neighbors to the proposed rezoning, we would like to invite you to discuss this item on **Tuesday, July 17, 2018 at 6:00 p.m.** in the lobby of the Cobb Cole law firm, located at the Cobb Cole Center, 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL 32114.

We look forward to seeing you at this additional neighborhood meeting if you are interested in discussing this rezoning.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Robert A. Merrell III', is written over a blue horizontal line.

Robert A. Merrell III

Direct Dial (386) 323-9263
Email Rob.Merrell@CobbCole.com
Fax (386) 944-7955

RAM:RIP/ddl
Enclosures

ATTACHMENT E



NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6 pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave Ste 100 D B FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-1210 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning
THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave Ste 100 DB FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6 PM TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave SE TOWN DR FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON

7/17/18 AT 6 pm TO INTRODUCE THE

FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave, Ste 100 D.B. FL.

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9213 FOR FURTHER INFORMATION

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave, Ste 100 D.B. FL.

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6 pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S Ridgewood Ave Ste 100 DB FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 781-323-9263 FOR FURTHER INFORMATION

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6pm TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development - General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave, Ste. 700 DB, FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386-323-9263 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/17/18 AT 6:00 P.M. TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development-General Rezoning

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

149 S. Ridgewood Ave, Ste 700, D.B., AL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386/323-9268 FOR FURTHER INFORMATION.