

Downtown Redevelopment Board
Draft Minutes

The City of Daytona Beach

Downtown Redevelopment Board Meeting
August 7, 2018

(Excerpts from the August 7, 2018 Downtown Redevelopment Board Meeting)

4. **Brown & Brown Headquarters Planned Development, DEV2018-094**

Staff Presentation:

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the request was to rezone the property from Downtown Redevelopment-Commercial (RDD-3) and Residential Professional (RP) to Planned Development-Redevelopment (PD-RD).

Mr. Jeffries stated a Neighborhood Meeting was held on March 12, 2018 and the notes from that meeting were included as Exhibit D in the packet. Mr. Jeffries stated an adjustment was made to the boundary of the proposed project to the west and, as a result, a second Neighborhood Meeting was held. Mr. Jeffries stated issues raised at the second meeting included: Access to Beach Street; vacation of San Juan, public roadway improvements, and neighborhood traffic calming.

Mr. Jeffries stated there has been a change as a result of a new submittal by the applicant to the FAR. Mr. Jeffries stated the applicant was requesting FAR-10 and not FAR-3 as was reflected in the Staff Report.

Mr. Jeffries stated Public Utilities was requesting construction of a larger capacity lift station to handle the capacity of the project and the lift station would be located on the applicant's property. Mr. Jeffries stated the landscape and signage plans were included as part of the packet.

Mr. Nicely asked if there would be a structured phasing of the project.

Mr. Jeffries stated the PD would allow for phasing of future buildings but what was proposed today was the first phase.

Applicant Presentation:

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida, spoke representing the applicant and provided a hand-out of a proposed site plan to the Board. Mr. Merrell stated the first phase of the project would be the large office building which would produce 600 high-paying new jobs to the area. Mr. Merrell stated the Downtown Redevelopment Board would be presented the final site plan for review. Mr. Merrell stated the landscaping would include large trees that would be full-grown at planting. Mr. Merrell stated two Neighborhood Meetings were held and the notes from those meetings were included in the packet. Mr. Merrell stated the proposed area had historically had flooding problems and storm water improvements would be made in conjunction with the project. Mr. Merrell stated the Brown's had pledged \$15,000,000 for enhancements and improvements to the park across the street from the site. Mr. Merrell stated Consolidated Tomoka

had acquired the land at the First Baptist Church site which would be used for housing. Mr. Merrell stated construction was planned to start at the first of 2019 and would be completed in July, 2020.

Ms. Cook stated she was impressed with what was proposed and was excited about the project.

Public Comments:

Jim Cameron, Senior Vice President of Governmental Relations, The Daytona Regional Chamber, stated the Chamber was in support of this project. Mr. Cameron stated this project would be the anchor that would bring walking activity to the existing downtown businesses.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, stated he was concerned that a number of mature trees would be removed from the proposed site. Mr. Nicholson expressed concern that the audience could not see the proposed plans that were presented as hand-outs to the Board. Mr. Nicholson stated he hoped the City plans other improvements in the area that could be made while construction was taking place for the proposed project.

Mr. Harshaw stated he agreed with Mr. Nicholson's comments and hoped the City would make improvements along International Speedway and Orange Avenue to enhance the area at the same time so the new employees would be attracted to the area and reside nearby.

Mr. Merrell stated the City Commission awarded a Contract to Parker Mynchenberg to develop plans for landscaping along Beach Street. Mr. Merrell stated he had also had meetings with City leadership about coordinating the park improvements for Riverfront Park. Mr. Merrell stated he agreed that all of these projects needed to be coordinated. Mr. Merrell stated the First Baptist Church site was planned to be a housing development.

Dr. Sharples stated he had been meeting with other groups this week about bringing high-tech businesses to the area. Dr. Sharples stated the City's image was changing as a result of the Brown & Brown announcement.

Mr. Nicely stated there should be initiatives to create housing that was affordable in the area and maybe tax incentives or grants could be offered for development or to elevate some of the properties that were already developed. Mr. Nicely stated someone might want to live in a historic home and would hope there was funding available to assist an owner with renovations.

Mr. Berger stated there were Residential Improvement Grants available through the City and additional funds were available if a home was located in a historic district.

Mr. Holloway stated it could be an incentive for Brown & Brown to have their employees living close to where they work and stated he also wanted the Brown & Brown employees to own homes in Daytona Beach and not go to Ormond Beach or New Smyrna to live.

Mr. Merrell stated it was a focus of Brown & Brown to have their employees living close by and being able to walk to work.

Mr. Merrell stated he did not have the hand-out materials to the City in time to be included with the video presentation today so he would make sure Mr. Nicholson received a copy of what was distributed.

Dr. Sharples disclosed for the record that he was an independent contractor for the CEO Business Alliance which is a group of 10 community leaders that is supported by Hyatt Brown; Dr. Sharples stated he would receive no personal gain or benefit by supporting the proposal presented.

Board Action:

A motion was made by Dr. Sharples, seconded by Mr. Nicely, to approve Brown & Brown Headquarters Planned Development, DEV2018-094, in accordance with the Staff Report as presented. The motion carried unanimously (7-0).