

Planning Board  
**Draft Minutes**

The City of Daytona Beach

Planning Board Meeting  
September 27, 2018

*(Excerpts from the September 27, 2018 Planning Board Meeting)*

8. **Rezoning to Planned Development-Redevelopment (PD-RD) – Brown & Brown, DEV2018-094 (Quasi-Judicial Hearing)**

**Staff Presentation:**

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the project encompasses 14.35 acres of land located on the 300 block of N. Beach Street. Mr. Berger stated the project includes a 10 story office building at a cost of \$37,000,000; and a second phase of the project will be an additional building to the north. Mr. Berger stated the project meets all of the RDD-3 Zoning District standards and the landscape plans call for more landscape material than is required by the Land Development Code. Mr. Berger stated the Downtown-Balough Road Redevelopment Area Board reviewed the proposed plan and unanimously approved the proposed project. Mr. Berger stated the final site plan will be presented to the Downtown/Balough Road Redevelopment Board at a later date for their review.

Mr. Berger reviewed the LDC Waivers, which include landscaping perimeter v. cluster; tree protection zone; reduction in walkway widths to 5 feet; removal of 10 historic trees; 12 foot high wall to screen the chiller; no tree mitigation for utility/storm/road areas; and signage.

Mr. Berger stated larger caliper trees are proposed throughout the development.

Mr. Berger stated the street vacation is pending City Commission approval.

Mr. Berger stated two neighborhood meetings were held regarding this project.

Mr. Berger stated the project will house the world headquarters for Brown & Brown and will add 625 new jobs. Mr. Berger stated as a result of the planned project, there is a new interest in the downtown area by potential residents and visitors.

Mr. Hurt stated the planned project has already increased property values in the downtown and this is the beginning of a dream for the downtown.

Mr. Newman asked about the 10 historic trees.

Mr. Berger stated they will be live oaks.

Mr. Newman asked about the street vacation.

Mr. Berger stated three streets will be vacated: First Avenue, Wisconsin, and San Juan.

**Applicant Presentation:**

Robert Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida, spoke representing the applicant. Mr. Merrell stated the signage is in scale to the project. Mr. Merrell stated the second building is planned to be built within the next 10 years. Mr. Merrell stated the project will include large specimen trees. Mr. Merrell stated two neighborhood meetings were held, and pedestrian and vehicular connectivity were discussed. Mr. Merrell stated new sidewalks around the site are planned for accessibility around the site for area residents. Mr. Merrell stated the site will be retrofitted for stormwater protection. Mr. Merrell stated the site was the former location of an automobile dealership and clean-up work has been done on the site. Mr. Merrell stated landscaping will be above what is required by the Land Development Code. Mr. Merrell stated construction is planned to start in the beginning of 2019 and will be completed in July, 2020.

Mr. Newman asked if the Lindhurst Hotel will remain.

Mr. Hurt stated additional parcels have been purchased throughout the area; and although he does not know which ones, he feels as the project progresses, many undesirable buildings will be torn down.

**Public Comments:**

Jim Cameron, Senior Vice President, Daytona Beach Regional Chamber, stated the Chamber is in support of this project. Mr. Cameron stated the project will enhance property values and will benefit the existing businesses in the downtown area.

**Board Action:**

A motion was made by Mr. Hurt, seconded by Mr. Newman, to approve Rezoning to Planned Development-Redevelopment (PD-RD) – Brown & Brown, DEV2018-094, in accordance with the staff report as presented. The motion carried (5-0).