



The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

MEMORANDUM

DATE: September 24, 2018

TO: James V. Chisholm, City Manager

FROM: Reed Berger, Redevelopment Director

SUBJECT: Brown & Brown - Rezoning, Planned Development-Redevelopment (DEV2018-094)

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 14.35± 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.

Proposed Modifications:

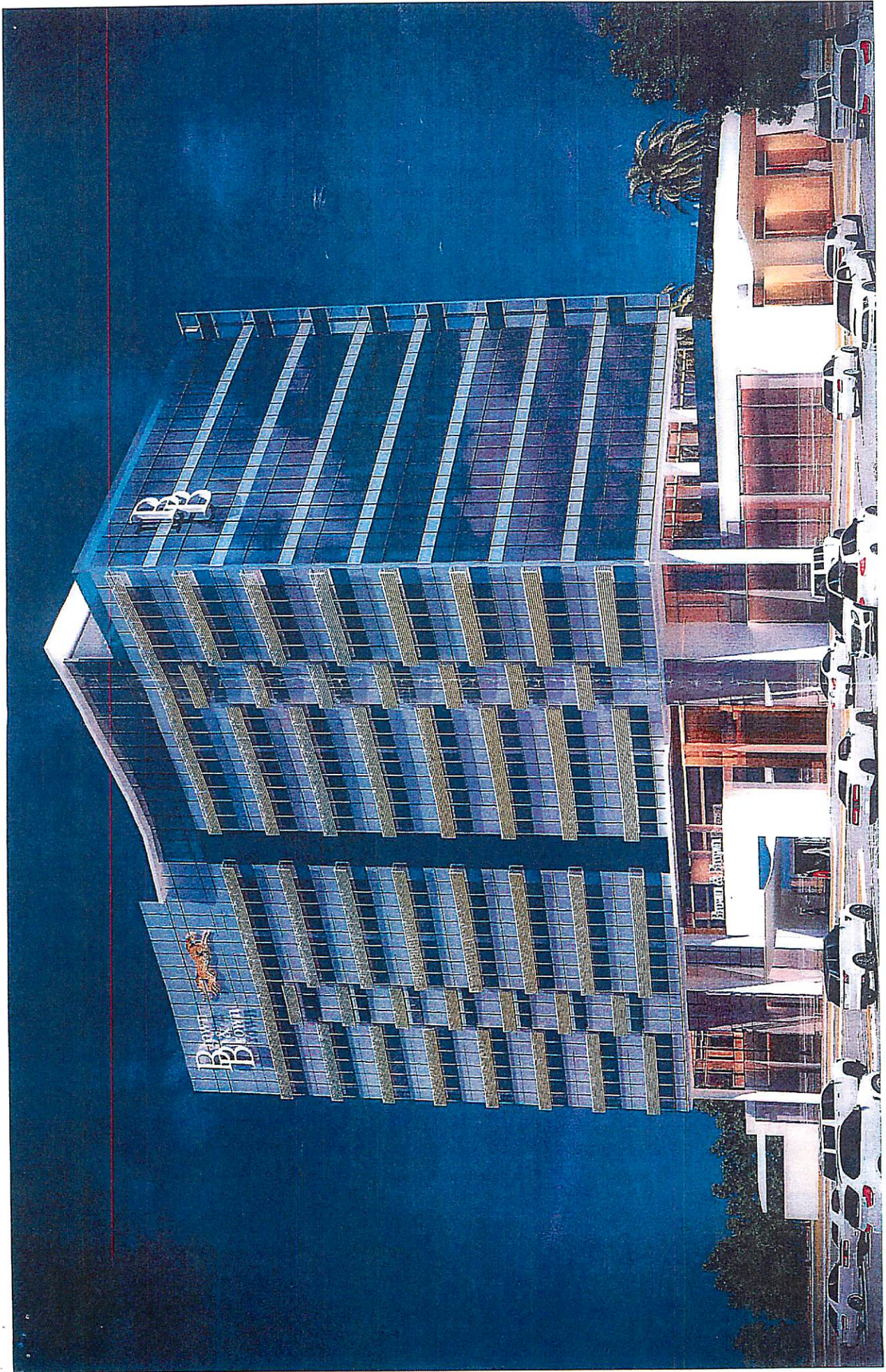
- **Building Perimeter Landscaping:** the applicant proposes to relocate the required building perimeter landscaping to other locations in the property. The applicant will not propose any reduction in the required landscaping and the overall landscape materials on the property will meet LDC landscape 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.

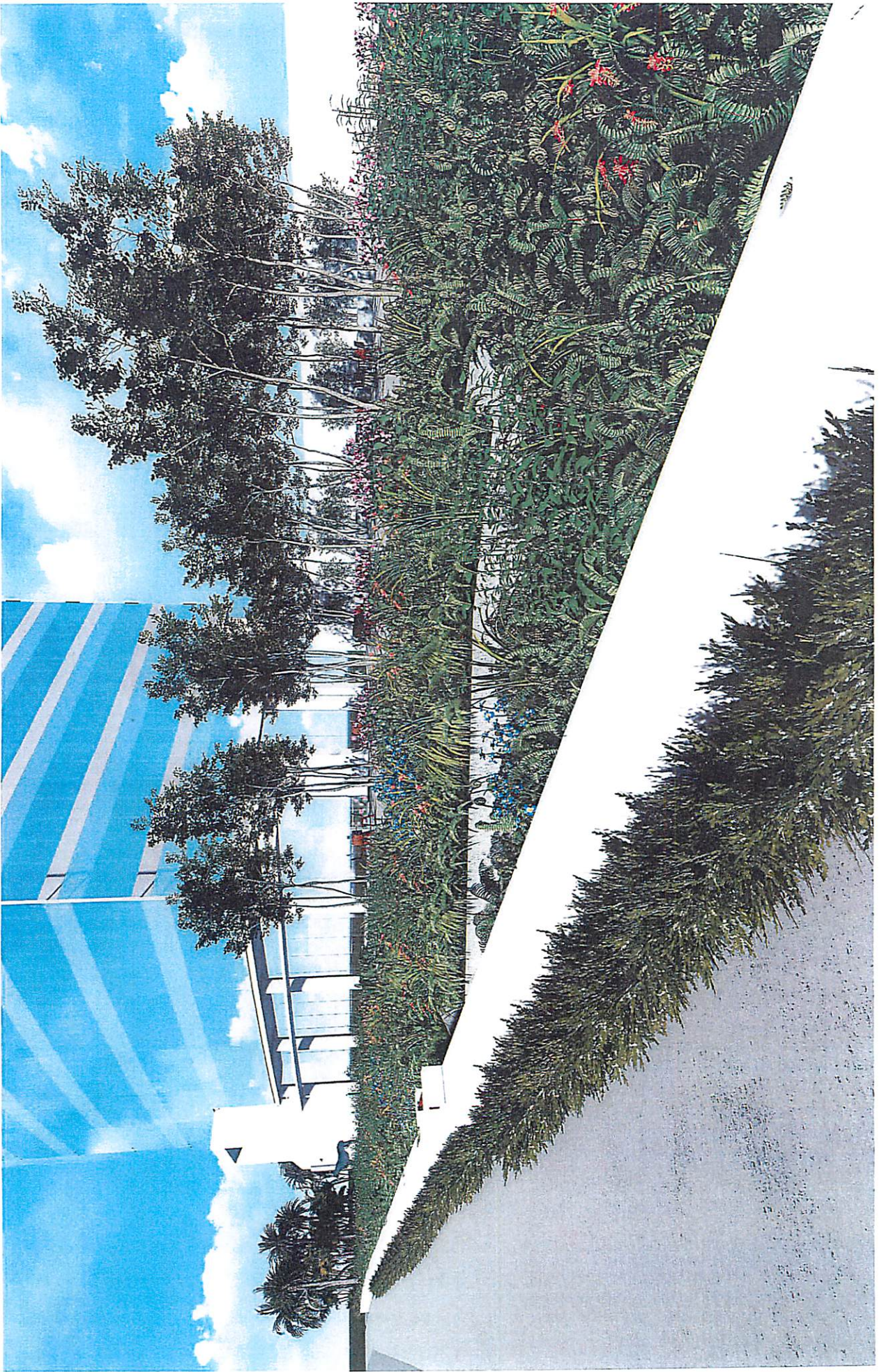
At the August 7, 2018 Downtown Redevelopment Board meeting, the Board recommended approval 7-to-0. At the September 27, 2018 Planning Board meeting, the Board recommended approval 5-to-0. Attached are renderings of the Brown & Brown building that were handed out by the applicant at the meeting. Staff supports the Planning Board recommendation to the City Commission.

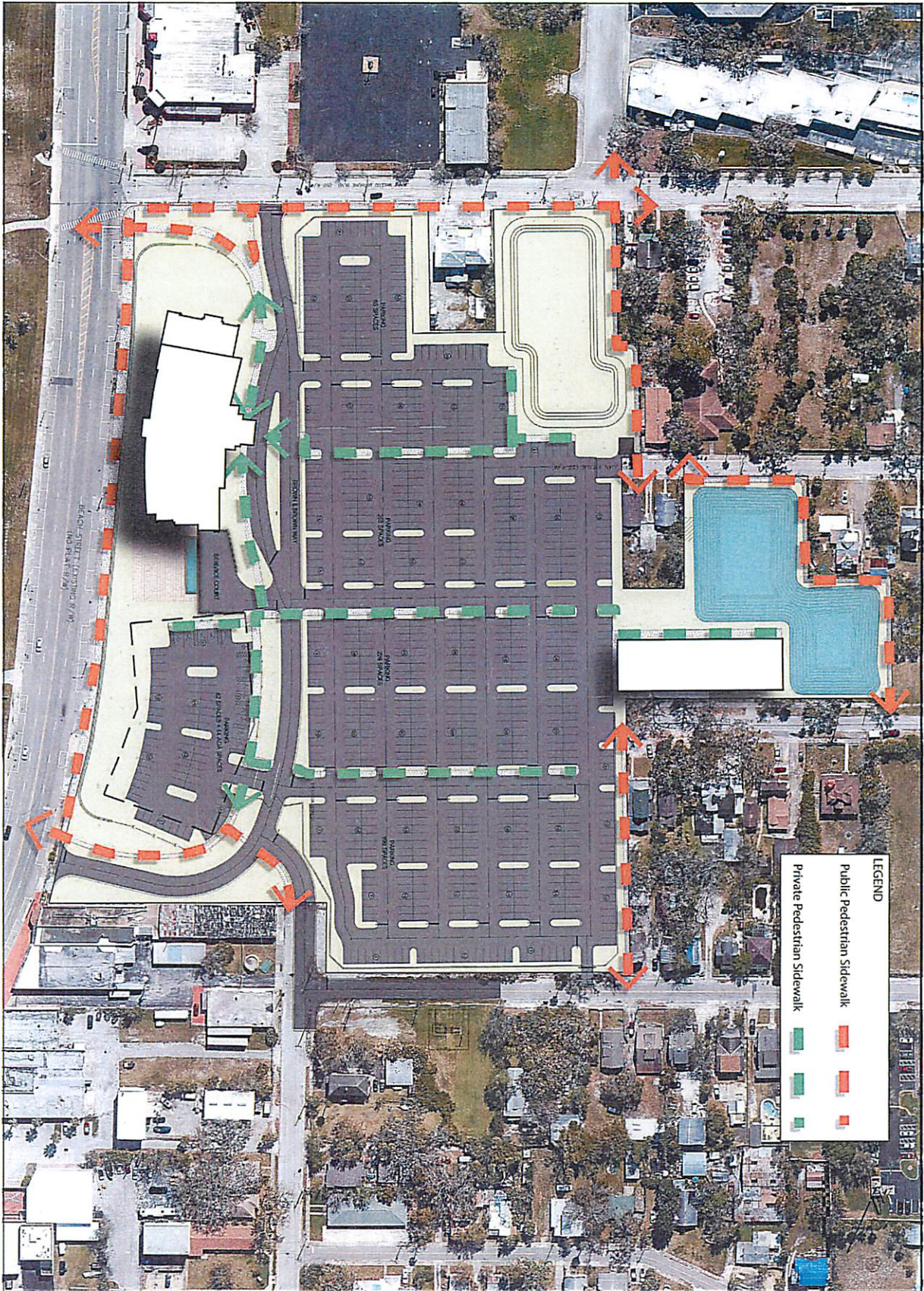
The first reading will be heard before the City Commission on October 17, 2018 and the Public Hearing for adoption will be heard on November 7, 2018.











LEGEND

Public Pedestrian Sidewalk	
Private Pedestrian Sidewalk	

DATE	10/11/2011
SCALE	AS SHOWN
APP. NO.	3
REV. NO.	8

PROJECT NO.	11-001
DATE	10/11/2011
DESIGNER	ZEV COHEN & ASSOCIATES, INC.
PROJECT NAME	BROWN & BROWN HEADQUARTERS
PROJECT ADDRESS	10000 BEACH STREET, SUITE 1000, MIAMI BEACH, FL 33154
PROJECT CONTACT	JOHN COHEN, 305.441.1111

**BROWN & BROWN
HEADQUARTERS
PLANNED DEVELOPMENT EXHIBITS
PEDESTRIAN CONNECTIVITY
EXHIBIT**

CIVIL ENGINEERING
LANDSCAPE ARCHITECTURE
ENVIRONMENTAL
PLANNING
TRANSPORTATION

**ZEV COHEN
& ASSOCIATES, INC.**
PLANNED DEVELOPMENT EXHIBITS
WWW.ZEVCOHEN.COM