

**DOWNTOWN REDEVELOPMENT BOARD  
MINUTES  
Tuesday, August 4, 2020**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, August 4, 2020, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Scott Weidman, Chair (via audio connection)  
Ms. Sheryl Cook (via audio connection)  
Mr. Daniel Harshaw  
Mr. Jake Nicely  
Dr. Kent Sharples  
Ms. Cathy Washington (Planning Board Representative) (via audio connection)

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Weidman called the meeting to order at 12:00 p.m.

**2. Roll Call**

Ms. Groom called the roll and noted members present as stated above.

**3. Approval of the Minutes**

**Board Action:**

A motion was made by Dr. Sharples, seconded by Mr. Harshaw, to approve the minutes of the January 7, 2020 Downtown Redevelopment Board meeting as presented. The motion carried (6-0).

**4. Rezoning to Planned Development-Redevelopment (PD-RD) –  
Burgoyne Downtown, DEV2020-004**

A request by Robert A. Merrell III, Esquire, Cobb Cole, on behalf of Burgoyne Properties, LTD, to rezone a total of 9.21± acres of land to develop mixed-use development generally located within the following two blocks:

1.) The northernmost portion of the block bounded by Bay Street, Palmetto Avenue, International Speedway Boulevard, and Beach Street, to be rezoned from Redevelopment Downtown - Beach Street Retail (RDD-1) and Redevelopment Downtown – Central Business District (RDD-2), to Planned Development-Redevelopment (PD-RD), and;

2.) The northernmost portion of the block bounded by Mary McLeod Bethune Boulevard, Palmetto Avenue, 3rd Avenue, and Beach Street, to be rezoned from Redevelopment Downtown – Commercial (RDD-3) and Redevelopment Downtown – Riverfront Mixed Use (RDD-4), to Planned Development-Redevelopment (PD-RD).

**Staff Presentation:**

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the rezoning request covers two areas that span three blocks. Mr. Berger stated the northern section is the current location of the Indian Motorcycle shop and the southern section is the block north of International Speedway Blvd. along Beach Street. Mr. Berger stated no land use changes are proposed and the plan will conform to the land use requirements in the Comprehensive Plan. Mr. Berger presented architectural renderings of the concept for the proposed development. Mr. Berger stated a hotel is proposed near International Speedway Blvd. with retail on the frontage. Mr. Berger stated the proposed plan also includes multi-family residences. Mr. Berger provided a letter to the Board members from the applicant that outlines requested waivers from the Land Development Code.

**Application Presentation:**

Robert Merrell, Cobb Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke representing the applicant. Mr. Merrell stated the proposed development will complement the Delta West project that is planned for the former First Baptist Church site.

Mr. Weidman asked how many residential units are proposed.

Mr. Merrell stated what is presented is a concept plan that includes about 300 units.

Jessica Gow, Cobb Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida reviewed the proposed signage requests for the development.

Ms. Cook asked about the lease for the Indian Motorcycle property.

William College, Burgoyne Properties, stated Indian Motorcycles is a tenant and the lease is current. Mr. College stated the process for the proposed project will take some time and Indian Motorcycles is aware of the proposed plans as are the other tenants along Beach Street.

Ms. Cook asked if the project will be started within two years.

Mr. Merrell stated the starting time for construction of the first phase is five years.

Ms. Gow stated construction plans must be submitted within five years.

Ms. Washington stated she feels this is a fantastic project and looks forward to it.

Mr. Harshaw expressed concern regarding the number of waivers requested from the Land Development Code.

Mr. Merrell stated most of the LDC waivers requested are those already in place for the Brown & Brown and Delta West projects. Mr. Merrell stated when the Land Development Code was rewritten, it did not focus on the downtown. Mr. Merrell stated that part of the LDC can be revised if the City would like it rewritten.

Ms. Gow stated four waivers are requested that are different from what was proposed for the Delta West project. Ms. Gow stated the four waivers requested include landscaping, signage, setbacks, and uses.

Mr. Harshaw asked about the parking structure.

Mr. Merrell stated the parking structure is internal to the multi-family structure and noted parking for the hotel will be shared with occupants of the residential units. Mr. Merrell stated the site plan will be presented to the Board at a later date.

Mr. Harshaw asked if there is a developer for the project.

Mr. Merrell stated there are people interested in the project but, at this time, the applicant is going through the development process.

Mr. Weidman stated 300 residential units could add an additional 600 cars to the downtown plus what will be in the downtown as a result of the Delta West project. Mr. Weidman asked if a study has been completed regarding traffic and parking.

Mr. Berger stated a traffic review has been done from a zoning standpoint but traffic alternatives may have to be considered, such as shuttles. Mr. Berger

stated we may have to rely on other means of transportation in order to move people through the downtown in addition to Votran.

Mr. Merrell stated the plan is to make people not have to get into cars.

Mr. Harshaw stated his concern is about public safety if an evacuation is needed. Mr. Harshaw asked if neighboring properties are aware of the proposed development.

Mr. Merrell stated a number of public meetings have been held regarding the proposed project; and Mr. Merrell stated the applicant wants to incorporate existing customers into the proposed project.

Dr. Sharples stated what is presented is a conceptual idea and the waivers are needed in order for the project to make economic sense. Dr Sharples stated if the requested waivers are not granted, the applicant may not be interested in doing the project.

Mr. Nicely asked when demolition will start.

Mr. Merrell stated demolition will coincide with construction.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Dr. Sharples, seconded by Ms. Washington, to approve Rezoning to Planned Development-Redevelopment (PD-RD) – Burgoyne Downtown, DEV2020-004, in accordance with the staff report as presented. The motion carried (6-0).

**5. Public Comments**

There were no public comments.

**6. Board Comments**

Mr. Berger stated the Orange Avenue Bridge will open on August 6, 2020 at 8:30 a.m.

**7. Adjournment**

There being no further business, the meeting was adjourned.



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Scott Weidman, Chair

Pete Zahn



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Becky Groom, Board Secretary