

Agenda Item 5A (Quasi-Judicial Hearing)  
**Planned Development-Redevelopment (PD-RD) Rezoning**  
DEV2022-155  
Silver Beach Condo-Hotel PD

**STAFF REPORT**

**DATE:** May 4, 2023

**TO:** Beachside Redevelopment Board Members

**FROM:** Hannah Ward, Senior Planner

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**PROJECT REQUEST**

A request by Robert A. Merrell III, Esq., Cobb Cole, on behalf of Daytona Atlantic Development LLC (property owner), to rezone 2.66± acres of land from Tourist Accommodations (T-1) to Planned Development-Redevelopment (PD-RD) to allow for a 27-story condo-hotel with the potential for a restaurant and/or bar/lounge use (open to the public).

**PROJECT LOCATION**

The property is generally located in the southeast corner of Silver Beach Avenue (CR-4050) and South Atlantic Avenue (SR-A1A), at 1201 S. Atlantic Ave.



*Aerial View of the Property*

The zoning on the property is Tourist Accommodations (T-1), and the Future Land Use (FLU) on the property is Tourist Accommodations (TA). The adjacent zoning and land use classifications are illustrated in the table below and in the accompanying map series.

**Land Use and Zoning Table:**

	<b>Existing Uses</b>	<b>Future Land Use Designation</b>	<b>Existing Zoning Classification</b>
<b>Site</b>	Vacant/undeveloped	TA	T-1
<b>North</b>	Silver Beach Club Resort	TA	T-1
<b>South</b>	Sea Dip Beach Resort	TA	T-1
<b>East</b>	Atlantic Ocean beach	N/A	N/A
<b>West</b>	Sunoco gas station, single family residential & vacant/undeveloped	Retail	Planned Development-Redevelopment (PD-RD) & Tourist/Office/Retail (T-4)

**PROJECT DESCRIPTION**

The applicant proposes to develop a 27-story hotel with a condominium form of ownership on 2.66± acres of cleared, undeveloped land, as shown in *Attachment A*. The development also includes the potential for a restaurant and/or bar/lounge use (open to the public) to be developed within the proposed hotel structure.

**PROJECT ANALYSIS**

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

**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 the following:

- 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;**

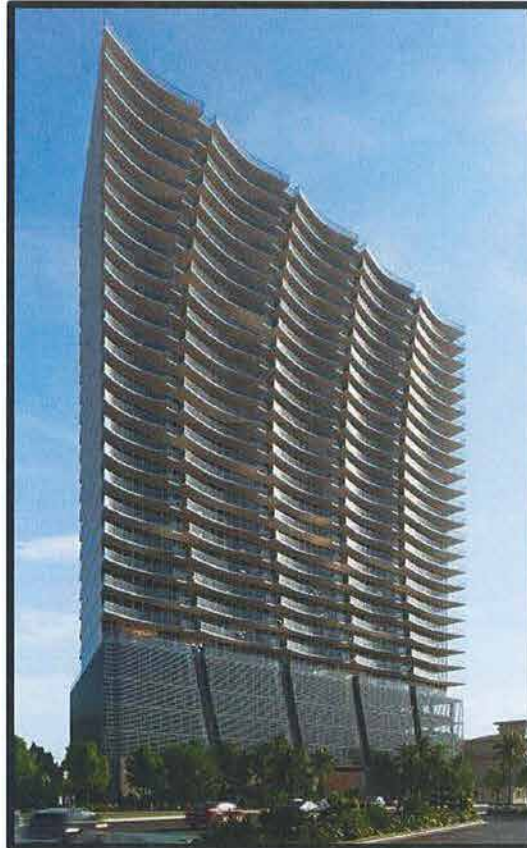
The proposed hotel development is consistent with the Tourist Accommodations (TA) Future Land Use (FLU) designation applicable to the property. The City's Redevelopment Staff has also reviewed the rezoning request for compliance with all applicable Redevelopment regulations and has found it to be acceptable.

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

The development standards for a PD District shall comply with Article 6: Development Standards and Article 7: Subdivision Standards in the LDC or any modifications of those standards established in the PD Plan (*Attachment A*) and the PD Agreement. The applicant has requested modifications to these standards, as detailed below and in the attached Modification/Benefit Letter (*Attachment B*). If the requested LDC modifications are granted, the proposed PD agreement will not be in conflict with the LDC.

**LDC Modifications & Project Details**

*Building Design* – The conceptual design for the hotel is shown in *Attachment C* and below.



*West Condo-Hotel Building Elevation (facing A1A/S. Atlantic Ave.)*

The applicant proposes to comply with the City's *Exterior Color and Design Standards for Major City Thoroughfares*, as well as the T-1 zoning district's *Site Design and Architectural Standards for Oceanfront Multifamily and Hotel/Motel Developments*.

*Lot Development Criteria*

- *T-1 Setbacks:* Oceanfront lots in the T-1 zoning district are required to provide a minimum side setback of 15' + 6" per foot of height > 55' above mean sea level (AMSL). The applicant proposes a maximum height of 350' for the hotel. The minimum required side setback, based on the T-1 zoning district, is 162.5' (15' + (350' – 55') / 2). The applicant has requested a modification to allow for a minimum interior side (south) setback of 20' and minimum street side (north) setback of 40', as identified on the proposed development plan (*Attachment A*) and below.

<b>Required and Provided Side Setbacks</b>		
	<b>Interior Side (South)</b>	<b>Street Side (North)</b>
<b>T-1 Zoning District</b> (15' + 6" per 1' > 55' AMSL)	162.5'	162.5'
<b>Silver Beach Condo-Hotel PD</b>	20'	40'

*Use-Specific Standards* –The LDC allows restaurants and/or bar/lounges as accessory uses to a hotel with 100 or more units. The applicant has requested to modify the accessory use standards, as identified below:

- *General Standards for Accessory Uses Associated with a Hotel:* The LDC requires accessory uses associated with a hotel to primarily serve hotel guests, and prohibits outside advertising/signage for such uses. The applicant intends for any restaurants and/or bar/lounge uses developed in conjunction with the hotel to be open to the public. The applicant has requested to waive the prohibition on outside advertising, to allow for such uses to be advertised on the signage for the hotel.
- *Maximum Gross Floor Area (GFA) for Accessory Uses Associated with a Hotel with 100 or More Units:* The LDC limits restaurants and bar/lounge uses to a maximum GFA of six (6) square-feet (sf) per hotel unit. The applicant has requested to develop these accessory uses at a maximum area of 15 sf per hotel unit.

*Off-Street Parking and Loading*

- *Stacking Lane Distance for Parking Lot Entrances* – The LDC requires a minimum stacking lane distance of 100' between the edge of a street right-of-way (ROW), i.e. S. Atlantic Ave./A1A, and entrances into off-street parking areas requiring more than 250 parking spaces. The applicant has requested to modify this requirement to provide a minimum stacking lane distance of 50'. The applicant proposes to develop valet-only structured parking on the property that will be incorporated into the hotel building, as shown in *Attachment C*.

*Landscaping*

The applicant has proposed to provide perimeter landscape materials in excess of LDC requirements as shown in the table below.

<b>Required and Provided Perimeter Landscaping</b>				
	<b>LDC-Required Depth</b>	<b>Provided Depth</b>	<b>LDC-Required Trees</b>	<b>Provided Trees</b>
<b>North (Silver Beach Ave.)</b>	8'	3' (min) + 40' average planted green space	5 shade trees/100 LF	10 shade trees*/100 LF
<b>South</b>	3'	3' (min) + 20' average planted green space	5 shade trees/100 LF	5 shade trees*/100 LF
<b>East</b>	10'	10'	1 shade tree/40 LF & 1 small tree/80 LF	5 shade trees*/100 LF
<b>West (A1A/S. Atlantic Ave.)</b>	8'	20'	5 shade trees/100 LF	10 shade trees*/100 LF
<i>*or 2 palms: 1 shade tree</i>				

The applicant has also requested the following LDC modifications to accommodate the proposed development plan for the property:

- *Perimeter Landscape Strips* – The LDC requires a minimum 8’ perimeter landscape strip, where a vehicular use area is located within 50’ of a street ROW, i.e. Silver Beach Ave. The applicant has requested to reduce the required landscape strip for the north side of the property to a minimum depth of 3’, in the location of the proposed drive aisle/turnaround, as shown in *Attachment A* and below.



**Minimum 3' Landscape Strip at Northern Property Boundary**

The applicant proposes to provide additional planted green space, averaging approximately 40' in depth along the north side of the property, as identified above and in *Attachment A*.

- o *Tree Preservation* – The applicant requests to waive the requirement for minimum tree canopy coverage totaling 15% of the site, due to the proposed plantings for the site, which will consist primarily of palms, due to the location of the site abutting the Atlantic Ocean.

*Signage* – The applicant proposes to comply with the requirements T-1 zoning district requirements, provided in the LDC's Tourist District Sign Schedule.

**iii. Addresses a demonstrated community need;**

The applicant has provided a Modification/Benefit Letter (*Attachment B*) that details the proposed public benefits to the project and addresses the standard for a demonstrated community need. The modification/benefit letter details the requested modifications to the LDC, as identified above, in exchange for the public benefits enumerated in the letter.

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

The proposed development is consistent with the tourist accommodation uses developed along the east side of A1A abutting the property and throughout the City.

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

Standards established in the PD Agreement and the LDC will result in a logical and orderly development pattern for the property.

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

Staff does not have any indication that the proposed development plan will adversely affect 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 PD Agreement acknowledges that approval of the rezoning does not constitute a Concurrency Certificate as required by the LDC. The applicant will be required to separately obtain a Concurrency Certificate and/or, where applicable, enter into a proportionate fair share agreement, prior to approval of a site plan for the proposed development.

Staff has reviewed the requested development for impacts to public facilities as part of the rezoning and offers no objection to the proposed uses and the conceptual development plan.

**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**

At this time, Staff does not have any indication that the proposed development will result in significantly adverse impacts to the natural environment. The applicant discussed the neighborhood's concerns relate to the natural environment at the required neighborhood meeting. A summary of the neighborhood meeting, prepared by the applicant, is provided in *Attachment D*.

**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 existing T-1 zoning district applicable to the property allows for the development of hotel uses, consistent with the proposed development plan. The applicant has requested to rezone the property to a PD-RD zoning district in order to request LDC modifications, as described in detail above, necessary to accommodate the development plan for the property.

**Planned Development Zoning Districts Review Standards**

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

**1. PD Plan/Agreement**

The PD Plan/Agreement includes an overall development plan for the property, as shown in *Attachment A*. The applicant has also requested modifications to the LDC in conjunction with the proposed development plan for the property, as detailed earlier in this report and in the submitted Modification/Benefit Letter (*Attachment B*).

## **2. Consistency with City Plans**

If adopted by the City Commission, the PD zoning district designation and the PD Plan/Agreement will be consistent with the Comprehensive Plan. The City's Redevelopment Staff has also reviewed the rezoning request for compliance with all applicable Redevelopment regulations and has found it to be acceptable.

## **3. Compatibility with Surrounding Areas**

Staff has reviewed the proposed development plan and has found it to be compatible with the surrounding area. The applicant has conducted a neighborhood meeting, as required by the LDC. A summary of the neighborhood meeting prepared by the applicant is shown in *Attachment D*.

## **4. Development Phasing Plan**

The following completion schedule is proposed for the development:

- *Application shall be submitted for construction permits for the development of the Property within **five (5) years** of the approval of this Agreement by the City Commission. The filing of an appeal of the land development order by any person shall toll the time for permitting until final resolution of the appeal.*
- *Construction of the development shall be substantially complete within **ten (10) years** of the approval of this Agreement.*
- *One 12-month extension of the scheduled application or completion dates may be permitted as a minor modification to this Agreement.*

## **5. Conversion Schedule**

Not applicable.

## **6. On-Site Public Facilities**

The applicant has identified the following on-site public facilities for the development.

### Stormwater

*On-site stormwater retention/detention facilities will be constructed in conjunction with the development, as necessary. The stormwater retention/detention facilities will be maintained at a level consistent with the standards of the St. John's River Water Management District and the City collection and transmission facilities shall be located pursuant to the approved site plan, or site plans approved for individual lots or structures.*

### Utilities

*Water and sewer service shall be provided by the City, subject to Owner's compliance with the requirements for provision of service. All utilities shall be constructed underground. Owner will also provide easements and grants for the installation, maintenance, and upkeep of the public utilities including water, sewer, reclaim water, electrical and telephone, as well as cable television and fiber, if available. Extensions for water and reuse are required as part of the development project. Developer will enter into a separate Agreement with the City regarding the extension of infrastructure to serve the site and cost sharing allocation between the parties. Infrastructure must be constructed to current City standards and consistent with this Agreement.*



### **7. Uses**

The following uses shall be permitted on the property, subject to compliance with the use-specific standards in Article 5 of the LDC:

- *Hotel or motel\* and all accessory uses typically associated with hotel developments*
- *Restaurant and hotel bar/lounge (as accessory use to hotel/motel), so long as the overall footprint does not exceed 20% of the gross floor area of the hotel and is limited to maximum of 15 sf/per hotel room*

*\*In the event that a hotel is developed within the property utilizing a condominium form of ownership, where individual units may be owned by separate entities and maintain a full kitchen but will be managed in common as one functional tourist accommodation, such use will be regulated as a hotel or motel use under the provisions of this section.*

### **8. Densities/Intensities**

*No residential uses are proposed as part of the development.* The applicant proposes a maximum floor-area ratio (FAR)/intensity of 3 for the development, consistent with the maximum intensity permitted by the Tourist Accommodations (TA) FLU designation applicable to the property.

### **9. Dimensional Standards**

The following lot development criteria shall apply to the property:

- *Maximum building height: 27 stories – 350'*
- *Minimum lot area: 7,500 sf*
- *Minimum lot width: 75'*
- *Minimum lot depth: 100'*
- *Minimum building setbacks:*
  - *Front (west): 20'*
  - *Street side (north): 40'*
  - *Interior side (south): 20'*
  - *Rear (east): N/A - subject to CCCL permitting*
- *Maximum building coverage: 60%*
- *Minimum building separation: n/a*
- *Minimum frontage along improved street: 20'*
- *Minimum open space: n/a*
- *Maximum impervious surface area: n/a*
- *Maximum floor-area ratio (FAR): 3.0*
- *Maximum top elevation for above ground parking garage: 30'*
- *Slopes within dry retention/wet detention pond(s) shall be 4:1 without a fence.*
- *Retention and detention pond(s) shall count toward open space requirements.*

### **10. Development Standards**

All development in a PD district shall comply with the development standards in 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. The applicant has requested modifications to the requirements in the LDC, as shown in *Attachment B* and below.

**LDC Modifications**

- *T-1 Interior Side and Street Side Setbacks* – reduce minimum required side setbacks from 15' + 6" per foot of height > 55' AMSL or 162.5' to a 20' for an interior side (south) setback and 40' for a street side (north) setback.
- *Outside Advertising for Accessory Uses Associated with a Hotel* – waive prohibition on outside advertising/signage for restaurant and/or bar/lounge uses developed in conjunction with the hotel.
- *Maximum Gross Floor Area (GFA) for Accessory Uses Associated with a Hotel/Motel with 100 or More Units* – increase maximum permitted sf for restaurant and/or bar/lounge use from 6 sf per hotel/motel unit to 15 sf per hotel/motel unit.
- *Minimum Stacking Lane Distance for Parking Lot Entrances* – reduce from 100' to 50' for entrance into valet-only structured off-street parking area with more than 250 parking spaces.
- *Minimum Perimeter Landscape Strips* – reduce requiring landscape strip from 8' to 3' for a vehicular use area located within 50' of a street ROW.
- *Tree Preservation* – waive minimum 15% tree canopy coverage for site.

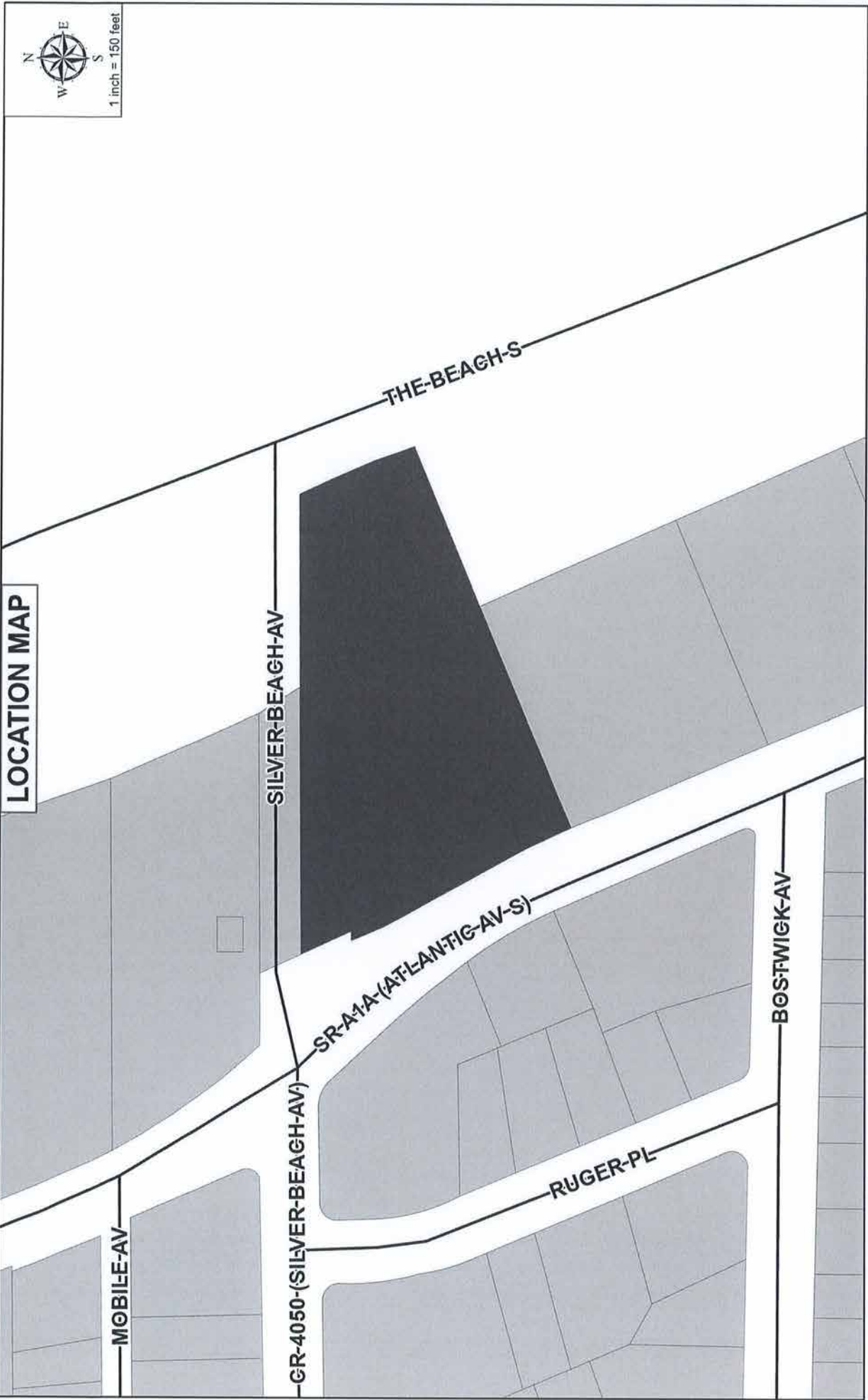
**RECOMMENDATION**

Provided all LDC modifications are accepted, Staff recommends approval to rezone 2.66± acres of land from Tourist Accommodations (T-1) to Planned Development-Redevelopment (PD-RD) zoning to allow for 27-story condo-hotel with the potential for a restaurant and/or bar/lounge use (open to the public).

A majority vote by the Beachside Redevelopment Board members present and voting is required to recommend approval to the Planning Board and City Commission.

The item will be heard by the Planning Board on May 25, 2023. The item is tentatively scheduled to be heard by the City Commission for 1<sup>st</sup> reading on **June 21, 2023**, and second reading (public hearing) on **July 5, 2023**.

**LOCATION MAP**



**DEV2022-155  
SILVER BEACH CONDO HOTEL PD-RD REZONING  
LOCATION MAP**

City of Daytona Beach Map disclaimer:  
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1 inch = 150 feet

**AERIAL**



THE BEACH-S

SILVER-BEACH-AV

CR-4050 (SILVER-BEACH-AV)

SR-17A (ATLANTIC-AV-S)

MOBILE-AV

RUGER PL

BOSTWICK-AV



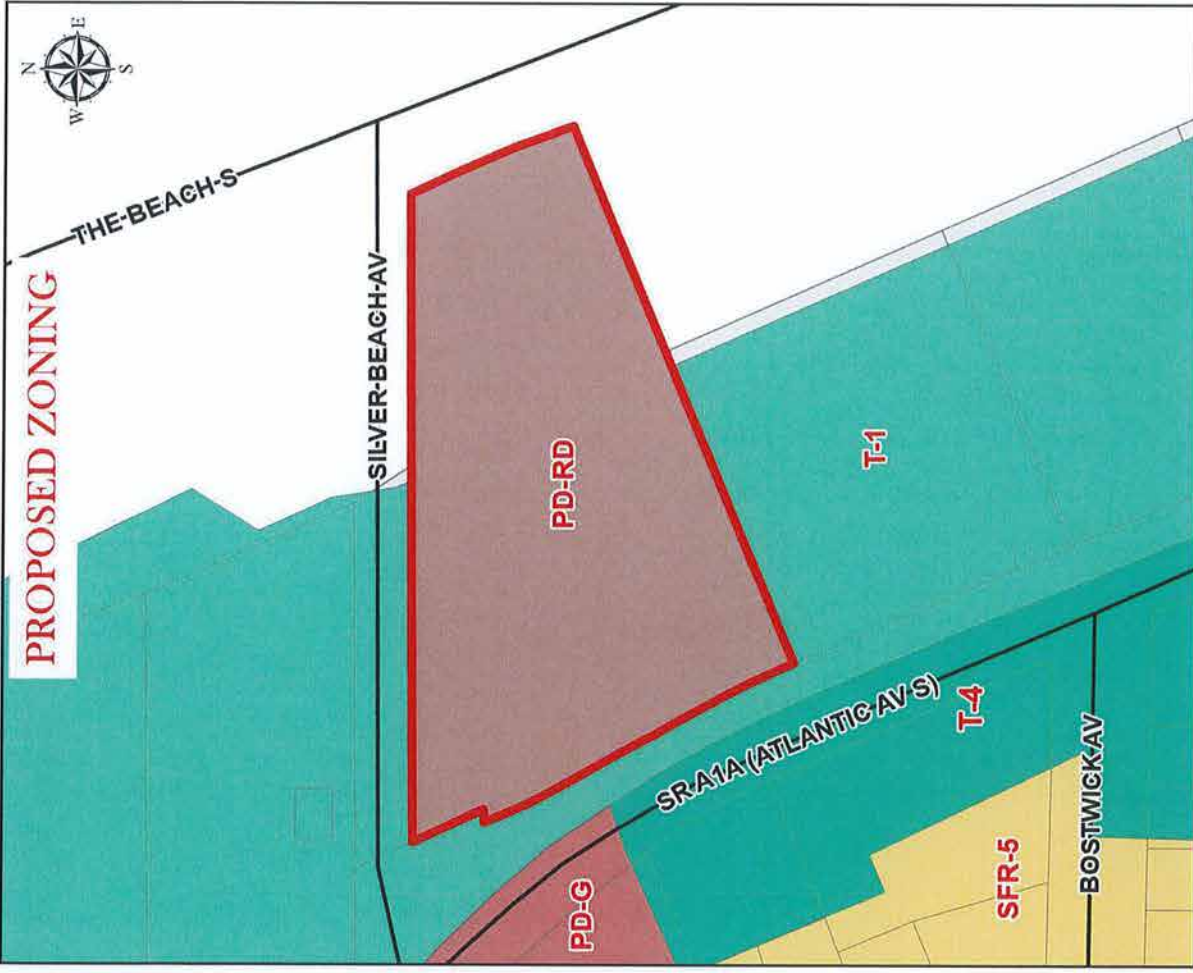
**DEV2022-155  
SILVER BEACH CONDO HOTEL PD-RD REZONING  
AERIAL MAP**

City of Daytona Beach Map disclaimer:

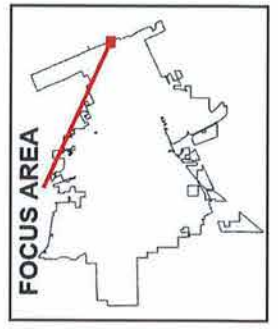
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**PROPOSED ZONING**

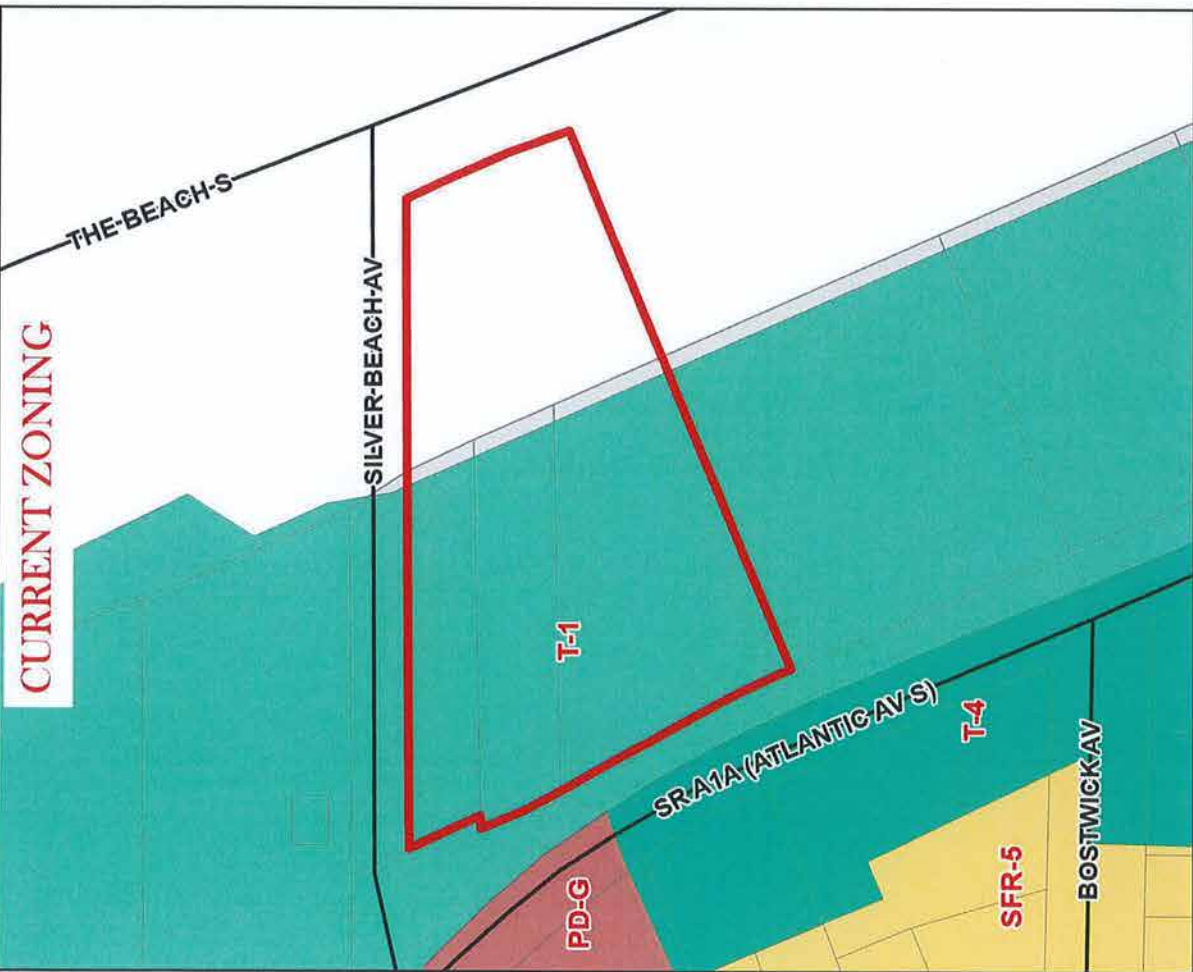


1 inch = 150 feet



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**CURRENT ZONING**



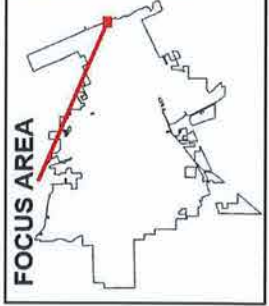
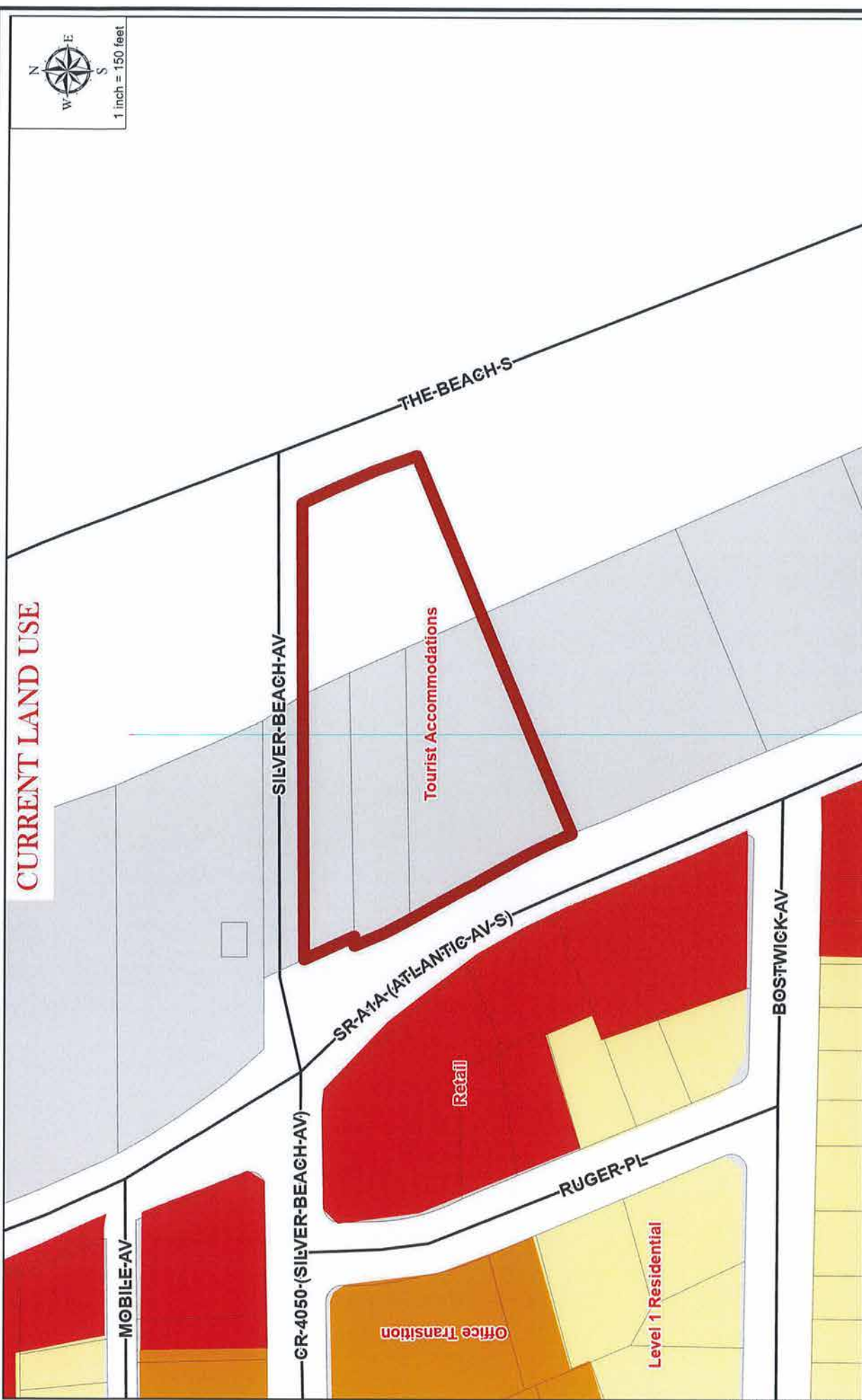
1 inch = 150 feet

**DEV2022-155**  
**SILVER BEACH CONDO HOTEL PD-RD REZONING**  
**CURRENT AND PROPOSED**  
**ZONING MAP**





# CURRENT LAND USE



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## DEV2022-155 SILVER BEACH CONDO HOTEL PD-RD REZONING CURRENT LAND USE MAP





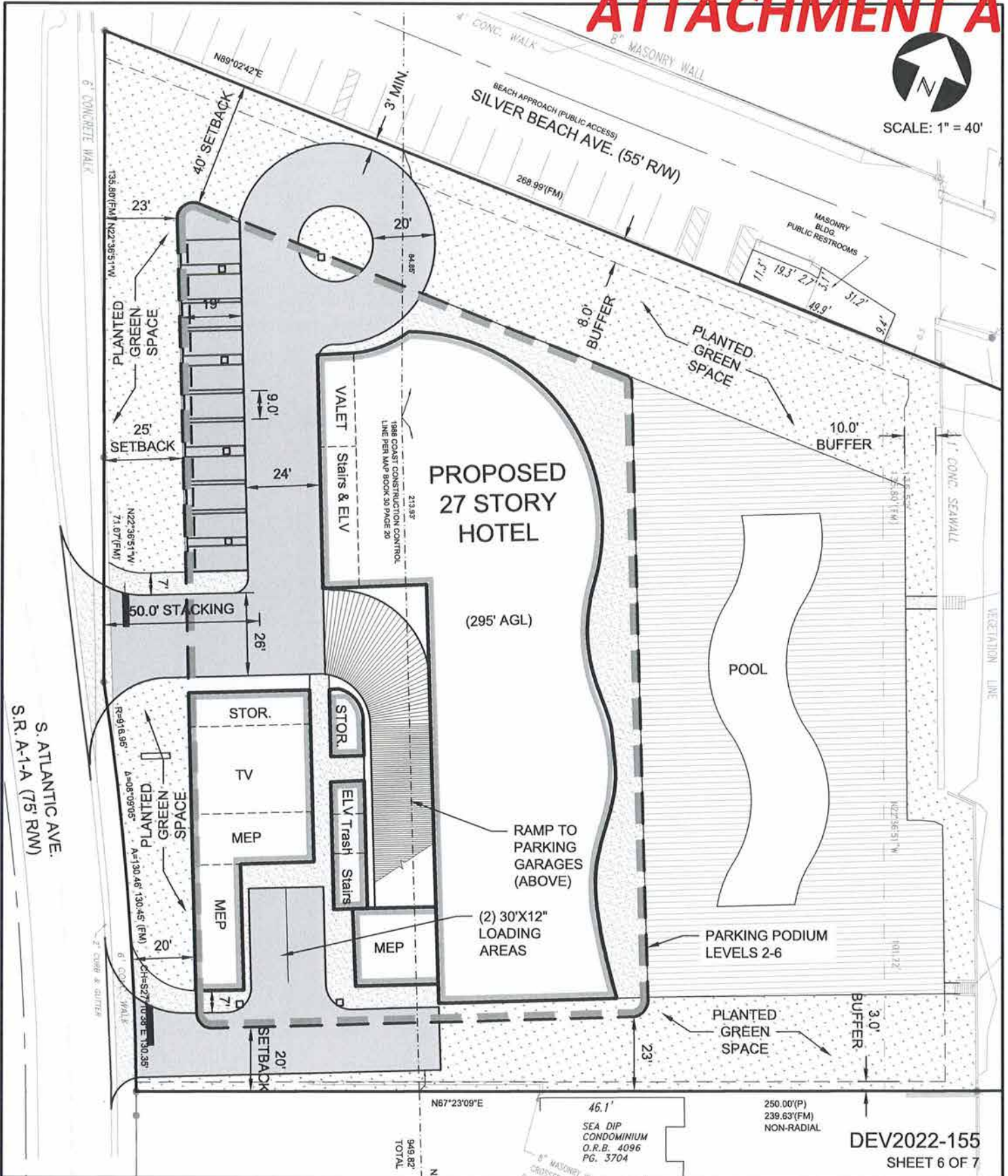




# ATTACHMENT A



SCALE: 1" = 40'



## EXHIBIT B - PLANTED GREEN SPACE

PROJECT: DAYTONA ATLANTIC

SCALE: 1"=40'

DATE: 8/8/22; 10/12/22; 1/4/23;  
2/28/23; 5/1/23

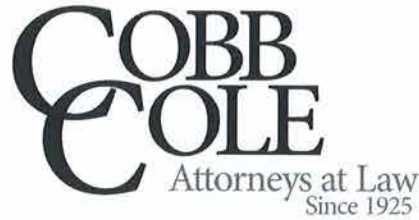
**THE PERFORMANCE GROUP**  
CIVIL ENGINEERING / PLANNING / DEVELOPMENT



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# ATTACHMENT B

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May 1, 2023

## VIA HAND DELIVERY

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

Re: Waiver & Benefits Letter – DEV2022-155  
Silver Beach Condo-Hotel Planned Development-General Rezoning

Dear Mr. Mrozek:

As you know, Cobb Cole has the pleasure of representing Daytona Atlantic Development LLC (“Applicant”) in connection with their application for a Planned Development-General Rezoning on the property located at 1201 S. Atlantic Ave., Daytona Beach, FL 32118 (the “Property”). The Applicant intends to develop the property for visitor accommodation uses in the form of a hotel. As required by the City of Daytona Beach’s Land Development Code (“LDC”), this letter will detail the public benefits of the development as well as the proposed LDC modifications.

*Development Summary/Public Benefits.* The project will develop existing, vacant lots on the Property for a luxury hotel that will allow for additional visitor accommodation uses within our core beachside area. This proposed development will foster economic development within the area and result in an increased ad valorem tax base for the City of Daytona Beach while providing tourism opportunities in an appropriate scale and location to support the beachside core of our City. The property will be heavily landscaped and provide an exciting new oceanfront development within our beachside core.

The proposed redevelopment of the site will create a one of its kind hotel development along a major beach access point, allowing for state of the art tourist accommodations to support our local business community. The project will include standout architectural treatment that will draw residents to the area to explore and give back to the surrounding areas.

# ATTACHMENT B

The proposed development is consistent with the following Goals, Objectives, and Policies of the City's Comprehensive Plan:

***Policy 1.4.3 Although light industrial development is highest priority, the City shall also assist in the development of high quality family tourist/entertainment complexes; i.e. resort hotels, amusement parks, marinas, performing arts theaters, and other cultural facilities by maintaining appropriate development incentives.***

***Policy 2.2.1 The City shall maintain a high priority for redevelopment projects on the waterfront to include resort hotels (and related uses) on the ocean and marinas (and related uses) on the river.***

***Goal 2 TOURISM Increase the number of tourists visiting, staying longer, and spending more dollars in the City through more family friendly activities, quality hotel, convention and meeting spaces, attractions, recreational and competitive sports activities.***

***Objective 2.1 Increase from the previous year the number of tourists visiting, staying longer and spending more dollars based on data to be provided by the Convention and Visitors Bureau. The number of tourists shall be increased through more family friendly activities, new construction and/or rehabilitation of quality convention and hotel space, parks, entertainment variety, attractions and themed areas, expansion of recreational and competitive sports activities and venues, and by facilitating the effective marketing of area assets and cultural activities.***

***Policy 2.1.3 The City shall promote new construction and/or rehabilitation of parking areas, quality hotels, attractions, convention facilities and meeting spaces.***

*LDC Modifications.* The Applicants recognize the importance of the standards set forth in the LDC and have made every reasonable effort to bring forward a project consistent with the LDC. However, the general application of the LDC, which is designed to apply on a single project basis, would constrain the potential development and limit the ability to create a cohesive and master planned project. As more particularly described below, the Project requires certain minor code waivers to allow for flexibility in design and development, which are balanced against the public benefits of the proposed development.

## *Article 4 - Setbacks*

The Applicant has reviewed the request compared to a typical development in the T-1 Tourist Accommodation zoning district. The T-1 zoning district sets forth a side setback that is calculated using an equation (15 ft + 4 in per foot of height >57.5 ft). The Applicant is requesting a modification from this requirement to allow for a North setback of 40 feet and a South setback of 20 feet.

## *Article 5.2.B.24.b.ii. – Accessory Uses*

The LDC, in certain situations, limits the size of accessory uses within hotels for restaurants with live entertainment by requiring that there must be access directly from the Atlantic Ocean Beach and the use cannot exceed 6 sq ft per hotel room. The Applicant is requesting a waiver from these requirements to allow access from the restaurant internal to the hotel, and to allow the accessory uses to be provided up to 15 sq. ft. per hotel room. The restaurant is intended as an accessory use to support the hotel – we cannot say for certain whether live entertainment, such as

# ATTACHMENT B

a piano player, acoustic guitarist, etc. would be provided, so we'd like to ensure we meet standards if so.

The LDC notes that restaurants within hotels shall not be advertised on separate signage, and should be intended primarily to serve hotel guests. While the restaurant will be primarily used to serve and entertain guests of the hotel, the Applicant is requesting the ability to provide signage noting the restaurant for use by the public.

## *Article 6 – Parking Area - Stacking*

The Applicant has requested a modification to the LDC standard which requires a minimum stacking distance of 100 feet for parking areas with greater than 250 spaces. The applicant is proposing greater than 250 spaces, allocated throughout floors of a structured parking area, with a minimum stacking distance of 50 feet. The parking on the site will be valet only, which limits the number of vehicles entering a parking area at one time.

## *Article 6 – Landscaping*

Article 6 of the LDC sets forth certain perimeter landscaping strips. The LDC requires an 8 foot landscaping strip along the north side of the property – the Applicant is requesting a modification to a minimum of 3' landscape buffer for the northern side, where the drive aisle/turnaround conflicts with the required buffer width. The remainder of the northern side will include the 8'buffer width.

The Applicant is also requesting a waiver from the requirement for 15% canopy coverage for the site – given the beachside nature of the lot, existing tree canopy is not existing to preserve, and planted specimens within buffers will not have large canopies.

\*\*\*\*\*

This project will provide additional visitor accommodation use opportunities, which will support growing tourism in the area. Through the Planned Development process, the Applicant will be able to bring a well-planned and visually pleasing development that meets the requirements and policies of the Comprehensive Plan. The Applicants respectfully request approval of the Planned Development-General zoning and the proposed modifications.

Should you have any questions or concerns, please do not hesitate to contact me.

Sincerely,



**Jessica Gow, Esq.**

Direct Dial (386) 323-9225  
Email [Jessica.Gow@CobbCole.com](mailto:Jessica.Gow@CobbCole.com)



**WEST ELEVATION**

DEV2022-155

SHEET 1 OF 2

**EXHIBIT D - ELEVATIONS**

**THE PERFORMANCE GROUP**  
CIVIL ENGINEERING / PLANNING / DEVELOPMENT

PROJECT: DAYTONA ATLANTIC

SCALE: NONE

DATE: 8/8/22; 10/12/22; 1/4/23;  
2/28/23



JOSEPH H. HOPKINS, P.E. NO. 48059  
100 MARINA POINT DR., DAYTONA BEACH, FL. 32114  
TELEPHONE: (386) 239-7166 FAX: (386) 239-7120



EAST ELEVATION

DEV2022-155

SHEET 2 OF 2

## EXHIBIT D - ELEVATIONS

PROJECT: DAYTONA ATLANTIC

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## Memorandum

**To:** Dennis Mrozek, Planning Director, City of Daytona Beach  
**From:** Deborah D. LaCroix, CLA  
**Date:** December 21, 2022  
**Client/Matter #:** Silver Beach Hotel Planned Development-Redevelopment Rezoning  
DEV2022-155  
**Subject:** Neighborhood Meeting Summary –November 21, 2022

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A neighborhood meeting was held at the Daytona Beach Regional Library at 105 Jackie Robinson Parkway (City Island), Daytona Beach, FL on November 21, 2022 at 6:00 p.m.

Rob Merrell, Jessica Gow, Matias de la Jove, Eddie Avila, Joe Hopkins and Debi LaCroix were in attendance to explain the request. Several interested citizens attended the meeting. See the attached sign-in sheet.

Mr. Merrell and Mr. Hopkins gave an overview of the request to the interested neighbors.

Mr. Hopkins walked through the conceptual plans and indicated that all parking would be via valet.

Ms. Ruby asked whether the proposed project was apartments or condominiums. Mr. Merrell explained that the proposed project was a hotel use and restaurant.

One of the neighbors asked regarding concessions or incentives that the project was requesting from the City of Daytona Beach. Mr. Merrell replied that no incentives were being requested for the project.

Ms. Ruby asked how many rooms and how many bedrooms were being proposed. Mr. Hopkins responded that based on the current conceptual layout, there are 174 1-bedrooms; 104 2-bedrooms; and 22 3-bedrooms being proposed.

Ms. Ruby also asked regarding the proposed square footage of each unit. Mr. Hopkins responded that the units were 600 to 700 square feet.

Mr. Tigyer commented that he did not understand how the project wanted to move forward with construction on the beach after the storms this fall and asked if this project was being rushed through the process. Mr. Merrell indicated that the project had been before the City for some time and that the intent was to rebuild.

Mr. Tigyer also had several questions regarding the timing for the seawall permit, the building height and commented regarding the potential for rat problems with the restaurant. Mr. Hopkins indicated that the seawall permitting would be done as soon as possible, and that the proposed building was 28 stories.

Ms. Beckwith indicated that she believed the project was too big and blocked too much of the view; that the glass would create too much glare; and that during the construction phase the materials would be prone to fly and be very destructive.

Several neighbors indicated they thought the project was a good idea and the elevations looked very well put together.

Ms. Ruby had several questions: Total height and if it required FAA approval – Mr. Hopkins responded 295' and that yes, FAA approval would be required. Timeline for construction: Mr. Avila responded that they expected about 1 year before they break ground and about 24 months to build. How deep would be pylons be set: Mr. Hopkins responded 50 feet. How will be seawalls be repaired and rebuilt: Mr. Hopkins indicated the seawalls include tiebacks. How will retention comply: Mr. Hopkins responded it would be achieved underground. How many parcels are included: Mr. Hopkins responded 3.

One neighbor asked regarding how much the proposed project was worth. Mr. Avila indicated that the estimated assessed value of the project was \$100 Million. Mr. Hopkins indicated that the proposed restaurant would be open to the public.

Ms. Beckwith indicated that she did not believe that a full service hotel to block out her views was what the neighborhood needs.

Mr. Tigyer asked regarding the parking. Mr. Hopkins indicated that the parking garage would provide 412 spaces, which included parking for the restaurant.

Mr. Tigyer indicated that the existing Sea Dip history included criminal activity; that no star hotels are not maintained and become a burden on surrounding properties. Mr. Merrell indicated that perhaps the new development would improve that situation.

Mr. Cejner indicated that he found the hotel building beautiful and Mrs. Cejner agreed.

Mr. Merrell, Mr. Hopkins and Mr. Avila thanked the neighbors for their attendance. Ms. LaCroix reported that the Rezoning request would most potentially be targeting the January or February Redevelopment Board and Planning Board.

I have included the list of property owners to whom we sent the Invitation to Neighborhood Meeting, a copy of the Invitation, and photos of the signs we posted on the property.



We look forward to this item being scheduled for the Redevelopment Board, Planning Board and the City Commission at their next available meetings.

Thanks.

Deb.

# ATTACHMENT D

## SILVER BEACH HOTEL

### PLANNED-DEVELOPMENT REDEVELOPMENT REZONING

DEV2022-155

### NEIGHBORHOOD MEETING

DAYTONA BEACH REGIONAL LIBRARY, CITY ISLAND, DAYTONA BEACH

NOVEMBER 21, 2022

6:00 P.M.

### SIGN IN SHEET

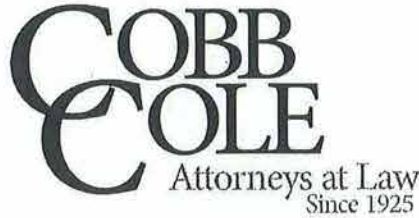
<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE OR EMAIL</u>
Debi Lacroix	Cobb Cole	386/323-9244
Matias de la Jara		matiasdlj@gmail.com
Monica Paris		347-247-8091
Jim TIGYER		614 325-6577
KAYE TIGYER		614-325-5572
Holly Beckwith		904 788 1136
Rob Merrill	Cobb Cole	386 323 9263
Kathryn Vaughan Cejner		386 290-0947
Steven Cejner		386 290-0949
Charles Levens		<del>386</del> cgvama@hometownnews mediagroup.com
Jessica Gow		386-323-9226 Com
James Edwards		





# ATTACHMENT D

Scott W. Cichon  
Robert A. Merrell III  
John P. Ferguson  
Mark A. Watts  
Heather Bond Vargas  
Michael J. Woods  
Raymond L. Schumann  
Kathleen L. Crotty  
Michael O. Sznajstajler  
Matthew S. Welch  
Robert E. Doan  
William A. Rice  
Douglas J. Collins  
Sara E. Glover  
Holly W. Zitzka  
Jessica L. Gow  
Nika K. Hosseini  
Sydney V. Cichon  
Brandon T. Byers  
Baylee D. Bunyard  
Anne M. Kehrl  
James P. Love III



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OF COUNSEL  
Larry D. Marsh  
Frederick B. Karl, Jr.

RETIRED  
Thomas S. Hart

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

November 8, 2022

## INVITATION TO NEIGHBORHOOD MEETING

Dear Neighbor:

Cobb Cole has the pleasure of representing Daytona Atlantic Development, LLC (Owner) with respect to a Planned Development-Redevelopment Rezoning on their property located at 1201 S. Atlantic Avenue, Daytona Beach, FL, as depicted on the attached map. Owner intends to rezone the property to allow development of a 304 room hotel development, which will allow for additional visitor accommodation uses in our core beachside area. The development will revitalize vacant property and create an aesthetically pleasing development.

As our neighbors to the proposed development, we would like to invite you to a neighborhood information meeting on **Monday, November 21, 2022 at 6:00 p.m. located at the Daytona Beach Regional Library, at 105 Jackie Robinson Parkway (City Island) Daytona Beach, FL.**

**You may provide written comments or questions regarding this request by email to [Debi.LaCroix@CobbCole.com](mailto:Debi.LaCroix@CobbCole.com) or by letter to Debi LaCroix, CLA, Cobb Cole, 149 S. Ridgewood Avenue, Suite 700, Daytona Beach, FL 32114. Please include your name, address and contact information in your correspondence.**

We look forward to your attendance at this meeting and discussing the proposed project.

Sincerely,

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

**Robert A. Merrell III**

Direct Dial (386) 323-9263  
Email [Rob.Merrell@CobbCole.com](mailto:Rob.Merrell@CobbCole.com)  
Fax (386) 323-9207

RAM/JLG/ddl  
Enclosure(s)



DEV2022-155

SHEET 2 OF 6

## EXHIBIT B - LOCATION MAP

**THE PERFORMANCE GROUP**  
CIVIL ENGINEERING / PLANNING / DEVELOPMENT



JOSEPH H. HOPKINS, P.E. NO. 48059  
100 MARINA POINT DR., DAYTONA BEACH, FL. 32114  
TELEPHONE: (386) 239-7166 FAX: (386) 239-7120

PROJECT: DAYTONA ATLANTIC

SCALE: 1"=5,000'

FILE: 944-SITE PLAN

DATE: 8/8/22; 10/12/22



# ATTACHMENT D

Silver Beach Club Association, Inc. c/o Cheryl Ahmed  
1025 S. Atlantic Avenue  
Daytona Beach, FL 32118  
Alt Key: 5462056/4561005

Daytona Beach 1209 LLC  
8000 N.W. 7 St., Ste. 204  
Miami, FL 33126  
Alt Key: 3403983

Warren Trager  
610 Bostwick Avenue  
Daytona Beach, FL 32118  
Alt Key: 3404475

Michael C. & Elizabeth Barnes  
1229 Ruger Place  
Daytona Beach, FL 32118  
Alt Key: 3404084

Katherine Doxie  
2040 Country Farms Road  
Port Orange, FL 32128  
Alt Key: 3404122

Shemot Tevet, LLC  
9120 Double Diamond Parkway  
Reno, NV 89521  
Alt Key: 3404050

Edmonds Family Partnership, LLLP  
12412 San Jose Blvd., #303  
Jacksonville, FL 32223  
Alt Key: 3403916

Sea Dip Beach Resort Condo. Assoc., Inc./TPS Assn.  
4327 S. Highway 27, #415  
Clermont, FL 34711  
Alt Key: 5653838

1310 Atlantic Ave, LLC  
4100 N. 28<sup>th</sup> Terrace  
Hollywood, FL 33020  
Alt Key: 3404467

Phantom of Daytona, Inc.  
1220 S. Atlantic Avenue  
Daytona Beach, FL 32118  
Alt Key: 3404106

James M. Tigyer, Alice K. Tigyer, Kimberly K. Tigyer  
1000 Riverside Drive  
Holly Hill, FL 32117  
Alt Key: 3404076

Holly L. Beckwith  
1223 Ruger Place  
Daytona Beach, FL 32118  
Alt Key: 3404068

Sunoco Retail, LLC c/o Ke Andrews  
2424 Ridge Road  
Rockwall, TX 75087  
Alt Key: 3404025/3404041

ATLANTIC NORTHSTAR LLC  
PMB 29, BOX 10001  
SAIPAN, MP 96950  
Alt Key: 3400135



**NEIGHBORHOOD MEETING NOTICE**

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON

11/21/22 AT 6:00 PM TO INTRODUCE THE

FOLLOWING APPLICATION FOR THIS PROPERTY:

P.D.-RD Rezoning DEVELOAR-155

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

Dryden Beach Library, City Island, D.R.

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386/323-9244 FOR FURTHER INFORMATION.

**NEIGHBORHOOD MEETING NOTICE**

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON  
11/21/22 AT 6:00 PM TO INTRODUCE THE  
FOLLOWING APPLICATION FOR THIS PROPERTY:

PD-RD Rezoning DEVA022-155

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

Dunbar Beach Library, City Island, D.C.

INTERESTED PARTIES CAN CONTACT Cobb Cole  
AT 304 323-9244 FOR FURTHER INFORMATION.