MINUTES
CITY OF COCOA
PLANNING & ZONING BOARD/ LOCAL PLANNING AGENCY
REGULAR MEETING
October 22, 2020

A Special meeting of the Planning & Zoning Board Local Planning Agency was held on October 22, 2020 at City Hall, 65 Stone Street, Cocoa, FL, as publicly noted.

I. CALL TO ORDER:

Chairperson Dobrin called the meeting to order at 6:02 PM.

ROLL CALL:

Michael Dobrin	Chairperson
Al Washington	Vice Chairperson
Todd Anderson	Board Member
Jeri Blanco	Board Member
Sherry Ervin	Board Member
Trina Gilliam	Board Member
Marilyn Green	Board Member
Lawrence Koss	Board Member
Russell Sengel	Board Member
Ariel Glass	Alternate Member
Aleck Greenwood	Alternate Member
Debbie Joyce	School Board Representative
Kristin Eick	Assistant City Attorney

PRESENT:

Michael Dobrin	Chairperson
Al Washington	Vice Chairperson
Todd Anderson	Board Member
Trina Gilliam	Board Member
Lawrence Koss	Board Member
Russell Sengel	Board Member
Jeri Blanco	Board Member
Marilyn Green	Board Member
Aleck Greenwood	Alternate Member
Kristin Eick	Assistant City Attorney

ABSENT:

Sherry Ervin	Board Member
Marilyn Green	Board Member

Debbie Joyce	School Board Representative
Ariel Glass	Alternate Member

STAFF PRESENT:

Dodie Selig, Planning & Zoning Manager, Jake Williams Jr., Mayor and Landon Morley, Recording Secretary.

Chairperson Dobrin led the assembly in the Pledge of Allegiance.

II. APPROVAL OF AGENDA AND MINUTES:

1. AGENDA: Meeting of October 22, 2020

* **MOTION BY BOARD MEMBER KOSS; SECONDED BY BOARD MEMBER ANDERSON TO APPROVE THE OCTOBER 22, 2020 AGENDA AS WRITTEN.**

AYES: ALL

MOTION PASSED UNAMIOUSLY (8-0)

III. NEW BUSINESS:

A. PZ-20-035 – Binding Development Agreement (603 Brevard Ave.)

Assistant City Attorney Eick *notified the* ***Board that Alternate Member Greenwood*** *would be recusing himself from the meeting.*

APPROVAL OF A DEVELOPMENT AGREEMENT to allow an 8-story hotel with 100+ rooms, attached retail space and a parking garage structure, and to approve a conceptual development plan, on three parcels of land.

Two parcels at 603 Brevard Ave. (former Cocoa City Hall location) are owned by the Cocoa Redevelopment Agency. (Parcel #s: 24-36-33-75-*-2 and 24-36-33-75-*-3) The third parcel at 627 Brevard Ave. is owned by RLR Group, LLC. (Parcel # 24-36-33-75-*-4) The parcels are located at the southwest corner of Brevard Ave. and Factory St. in Cocoa Village.

- **Ms. Selig** provided a presentation regarding the project
- The applicant is Jack D. Brown and Lodging Decisions, Inc.
- The development agreement covers three (3) parcels of land located at the southwest corner of Brevard Avenue and Factory Street in Cocoa Village.

- Two (2) of the parcels at 603 Brevard Ave. are the former location of the Cocoa City Hall and are owned by the Cocoa Redevelopment Agency. (Lots 2 and 3)
- The third parcel at 627 Brevard Ave. is owned by RLR Group, LLC. (Lot 4)
- Hotel with ancillary meeting space, hotel sundries shop, breakfast area and lounge, kitchen, swimming pool on the 5th floor, 107 hotel rooms on the 5th, 6th and 7th floors, and a roof top bar and lounge
- Retail space (3,600 sq.ft.) fronting Brevard Avenue
- Parking garage with 100 parking spaces for public use
- The City issued a Request for Proposal (RFP) on January 22, 2018 which was awarded to the applicant on April 10, 2018.
- A public workshop was held on October 3, 2018 to discuss the issue of building height in relation to a potential zoning amendment related to the project.
- On October 24, 2018, Council approved Ordinance 06-2018 amending Section 22 of the City Code to allow large scale commercial/mixed-use buildings on certain properties within the Cocoa Village Sub-District of the Cocoa Waterfront Overlay District, subject to a development agreement.
- On January 23, 2019 the Cocoa CRA approved a Redevelopment Agreement with Lodging Decisions, Inc. which was signed on March 15, 2019.
- On June 10, 2020 an Amended and Restated Redevelopment Project Agreement was approved by the Cocoa CRA.
- The agreement sets forth a three (3) phase process under which the developer must meet certain benchmarks leading up to the CRA's conveyance of the Property to construct the hotel.
- Phase I
- The primary objective of this phase is the preparation and execution of a Development Agreement with the City of Cocoa to approve the maximum height on the property owned by the CRA and to approve a Conceptual Development Plan, subject to any conditions.
- Phase II
- This phase includes a second round of review of the Project by the City and Agency, including the Developer's chosen national hotel brand, project financing commitments, a market feasibility study, and any revisions to the Conceptual Development Plan required by the national hotel brand.
- Phase III
- This phase involves the actual permitting to construct the project.
- The Redevelopment Agreement included several requirements of the Phase I approval:

- Development Agreement with City of Cocoa, Utilities and Stormwater Analysis, Floor Area Ratio (FAR) Analysis, Survey of the area on Factory Street proposed to be vacated, Traffic Impact Analysis, Parking Analysis, Economic Impact Analysis, Eco-Friendly, Conceptual Development Plan, Elevations and Renderings
- Staff review of the site plan pages identified the following items which will require approval of a Variance from Appendix A Zoning:
- (A) Article XI, Section 22(I) Cocoa Waterfront Overlay District. The minimum frontage buildout of ninety percent (90%) may be decreased to seventy-eight percent (78%).
- (B) Article XI, Section 22(I) Cocoa Waterfront Overlay District. Upon the partial vacation of Factory Street, the maximum street setback from Factory Street of 10 feet shall be exceeded to a minimum of 20 feet and a maximum of 36 feet on the Property.
- (C) Article XI, Section 22(I) Cocoa Waterfront Overlay District. The maximum side street setback from Brevard Avenue of 10 feet shall be exceed to a maximum of 23.2 feet.
- (D) Article XI, Section 22(I) Cocoa Waterfront Overlay District. The maximum side street setback from John Garren Lane of 10 feet shall be exceeded to a maximum of 29 feet.
- (E) Article XII, Section 1(c) Off-Street Parking and Loading Regulations. The definition of "off-street" parking shall be relaxed to include rectangular parking areas measuring nine (9) feet by eighteen (18) feet, exclusive of access drives and aisles, for purposes of this Project, rather than ten (10) feet by twenty (20) feet as is typically required.
- The Re-Development Agreement states that certain factors shall be considered with respect to approval of a Development Agreement, among them the "aesthetic quality and character, architectural design, physical and visual scale, and compatibility with the special and distinctive character of Cocoa Village.
- The original rendering set dated August 15, 2019 was altered to correct a change to the building footprint along John Garren Lane, but has essentially the same character as the more recent set dated September 18, 2020.
- These include elements such as the curved building corner, clock tower, mini-towers at the south end of the pool deck and roof deck, and the pitched roofline of the rooftop bar/kitchen area. However these renderings, specifically the elements of the curved building corner and the placement of structures on the rooftop level, have never fully matched the Conceptual Development Plan's civil or architectural pages.
- In an effort to resolve the inconsistency, the applicant submitted revised elevation renderings dated 10-7-20 which matches the building

footprint to the civil/architectural plans but also removes all of the architectural design and character enhancing elements.

- Following are the development related components of this proposed Development Agreement:
- 6.0 Conceptual Development Plan; Building Height
- 7.0 Building Elevations and Floor Plans
- Staff recommendation is that the Planning and Zoning Board recommend approval to City Council of the Binding Development Agreement, subject to the following condition(s):
- Revision of the Conceptual Development Plan to incorporate the architectural features depicted in the Elevation Renderings of 9-18-20
- Discussion ensued between **Ms. Selig** and the board over specific details of the agreement, including the timeline until completion, whether staff has all the information they need from the developer, and the aesthetics of the architecture.
- **Michael DiChristopher** voiced his support over the hotel.
- **Pat Chambers** – If you change the height limit, is that a permanent change to City building policy? **Ms. Selig** replied that only applies to these three parcels. Pat Chambers inquired what is to stop the changes from getting made again? She noted that she likes the quaint, little village.
- **Jack Brown** spoke before the board to clarify specific aspects of the project including confirming that the concept for the building always included a corner clock tower then went on to discuss the occupancy, the hotel franchise, advertising, the purpose of the roof including possible solar paneling, the number of potential employees, tentative pricing structure, and the length of time it has taken other municipalities.

* **MOTION BY BOARD MEMBER KOSS; SECONDED BY BOARD MEMBER ANDERSON TO APPROVE THE RECOMMENDATION OF STAFF WITH THE BINDING AGREEMENT PROVIDED THE HOTEL LOOK LIKE THE SEPTEMBER RENDITION**

AYES: ALL

MOTION PASSED UNAMIOUSLY (8-0)

IV. OLD BUSINESS:

Building Height Definition Change

- **Ms. Selig** read aloud the proposed definition change

- Assistant City Attorney Eick noted that opening the matter up to the public before making a motion. The Board asked for any public opinion and none was given.

* **MOTION BY BOARD MEMBER KOSS; SECONDED BY BOARD MEMBER GREEN TO APPROVE THE RECOMMENDATION TO ACCEPT THE PROPOSED DEFINITION CHANGE**

AYES: ALL

MOTION PASSED UNAMIOUSLY (8-0)

VI. OTHER BUSINESS:

None.

VII. NEXT MEETING DATE:

The next regularly scheduled meeting for the Planning and Zoning Board will be held on Wednesday, November 4th at 6pm in Cocoa City Hall, 65 Stone St, Cocoa, FL 32922.

VIII. ADJOURNMENT:

* **MOTION BY BOARD MEMBER KOSS; SECONDED BY BOARD MEMBER SENGEL TO ADJOURN THE REGULAR MEETING OF OCTOBER 22, 2020.**

AYES: DOBRIN, WASHINGTON, ANDERSON, BLANCO, GILLIAM, GREEN, GREENWOOD, KOSS, SENGEL

* **MOTION PASSED UNAMIOUSLY (7-0)**

MEETING WAS ADJOURNED AT 7:03 PM.

Michael Dobrin, Chairperson

Respectfully Submitted By:

Landon Morley, Recording Secretary