

**Agenda Item:** 3.a

**Meeting Date:** March 5, 2026

## MEMORANDUM

**To:** City Commission

**Through:** Jennifer K. Bramley, City Manager

**From:** George Kinney

**Date:** 2026-01-26

**Subject:** Second Hearing of Application DR-2025-0002 - Request for Design Review Approval for the development of a new project called Main Street Exchange, consisting of a three- and four-story mixed-use building comprising an 89-room boutique hotel, marketplace, theater, food hall, restaurants, social establishments, retail spaces, and a parking garage on a 1.78-acre parcel located at 830 Douglas Avenue.

**Presenter(s):** George Kinney and Robert Ironsmith

**Staff Recommendation:** Staff has determined that the application meets all of the applicable review criteria for a recommendation of approval to the City Commission.

**Strategic Themes:** Good Governance, Infrastructure Planning and Growth

**Boards & Committees:** Development Review Committee (DRC)  
Community Redevelopment Agency Advisory Committee (CRAAC)  
Architectural Review Committee (ARC)  
Local Planning Agency (LPA)

**Budget Impact:** Please see the Fiscal Impact Memorandum in Exhibit I.

**Past Action:** December 2, 2025 - ARC approved the unique alternative blend of the two approved architectural styles (French Creole and Mediterranean Revival) utilized for the project.  
January 14, 2026 - LPA unanimously recommended the project to the City Commission.  
February 19, 2026 - The City Commission unanimously moved to approve the project at first hearing.

**Next Action:** NA

**Attachments:** [A. Application DR-2025-0002 - Staff Report](#)

- B. Applications and Survey
- C. Aerial, Land Use, Zoning & CRA Street Type Maps
- D. Staff Aerial Map of Surrounding Properties
- D1. Applicant Aerial Map of Surrounding Properties
- E. Revocable Parking Agreement (BMO Review)(925149.4) with Exhibits
- F. Site Historical Chronology
- G. Project Site Renderings
- G1. Off-Site Parking Garage Renderings
- H. Report Analysis Traffic
- H1. Main Street Exchange TIA Peer Review ICE
- H2. Report Analysis Drainage and Geotechnical
- I. Arch and Comment Response Narratives
- J. Site and Landscape Plan
- K. DRC Meeting Minutes Multiple
- L. ARC Meeting Minutes Multiple
- M. CRA and CRAAC Meeting Minutes Multiple
- N. Publication and Notice Original
- N1. Publication and Notice Reflecting March 5 Hearing Date
- O. City Noise Ordinance
- P. LPA Minutes 01-14-26
- Q. MSX Follow-Up

**Background:**

Please see Exhibit A for the Staff Report.