

Agenda Item: 3.b

Meeting Date: February 19, 2026

MEMORANDUM

To: City Commission

Through: Jennifer K. Bramley, City Manager

From: George Kinney

Date: 2026-01-26

Subject: First 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. Applicant for this item has requested that the second hearing be moved from March 19 to March 5. Should the Commission concur, staff will readvertise the second hearing for March 5.

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 N.

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.

Next Action: March 5, 2026 (if approved) - Second hearing by the City

Commission

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
- O. City Noise Ordinance

Background:

Please see Exhibit A for the Staff Report.