



The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

MEMORANDUM

DATE: May 1, 2017
TO: James V. Chisholm, City Manager
FROM: Richard Walton, ^{RW}AICP, Planning Director
SUBJECT: Hendrick Honda - Rezoning, Planned Development-General (DEV2016-105)

A request by Robert A. Merrell III, Esq., Cobb Cole, on behalf of Gene Cocchi, Hendrick Automotive Group, to rezone a total of 6± acres of land generally located west of Nova Road and north of Dr. Mary McLeod Bethune Boulevard, from Single-Family Residential 5 (SFR-5), Planned Development-General (PD-G) and Local Industry (M-1) to Planned Development-General (PD-G) to expand the existing auto dealership to allow for an additional 6,500 s.f. service area and additional parking.

The proposed rezoning request is to add an additional .5 acre parcel to the existing Hendrick Honda Development (total 6± acres) and rezone the development from M-1, PD-G, and SFR-5 to PD-G to, attain consistent zoning. Site improvements include adding an additional 6,500 square feet to the existing Hendrick Honda showroom, minor regrading of parcels and adjustment of parking spaces to accommodate the expansion.

Modifications requested:

1. Section 6.4.C – Modification to reduce the required tree preservation requirement.
2. Section 4.9.D.3.a – Modification to maintain the existing 25 foot wide landscape yard.
3. Section 4.2.B.3 – Modification to reduce the minimum 25 foot setback for properties in the SFR-5 zoning district to 15 feet.

At the April 27, 2017 Planning Board meeting, the Board recommended approval 7-to-0. Staff supports the Planning Board recommendation to the City Commission.