# Agenda Item 5 (Quasi-Judicial Hearing)

# **Rezoning - Planned Development-General**

DEV2016-105

Hendrick Honda

# STAFF REPORT

**DATE:** April 18, 2017

**TO:** Planning Board Members

FROM: Rose Askew, Planner

# **PROJECT REQUEST**

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 4,000 s.f. service area and additional parking.

# PROJECT LOCATION AND DESCRIPTION

The general property location is west of Nova Road, north of Dr. Mary McLeod Bethune Boulevard, and east of Wilson Avenue. The property is zoned Local Industry (M-1), Planned Development-General (PD-G) and Single-Family Residential-5 (SFR-5). The future land use designation of Retail. Adjacent land uses and zoning classifications are illustrated in the following table are also shown in the accompanying maps.

**Table 1: Land Use and Zoning** 

	<b>Existing Uses</b>	Future Land Use Designation	Existing Zoning Classification
Site	Hendrick Honda Automobile Dealership	Retail	Local Industry (M-1)/ Planned Development- General (PD-G)/Single- Family Residential (SFR-5)
North	Public Storage Facility	Retail	Local Industry (M- 1)/Single-Family Residential (SFR-5)
South	Daytona Shopping Center	Retail	Redevelopment Midtown- Activity Center (RDM-3)

East	Bartly Park Single-Family Neighborhood	Level 2 Residential	Redevelopment Midtown- Residential Preservation (RDM-6)
West	Highlands Single-Family Neighborhood	Level 1 Residential	Single-Family Residential-5 (SFR-5)



Site View from Nova Road



New Parcel on Wilson Avenue

# **PROJECT HISTORY AND DESCRIPTION**



The original site was developed in 1984 (John Hall Honda). Ordinance No. 97-608 adopted at the December 17, 1996 City Commission approved a rezoning to add an additional 1.4±acres to the development and to rezone the additional parcels from Single-Family Residential (R-1b) to Planned Commercial Development (PCD). Permitted uses for the PCD are services and storage uses associated with an automobile dealership (*Attachment A*).

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.

## **PROJECT ANALYSIS**

Article 4 (Zoning Districts), Section 4.8 (Planned Development Districts) of the LDC reads:

#### A.1 GENERAL PLANNED DEVELOPMENT DISTRICT PURPOSES

Planned Development (PD) districts are established and intended to encourage innovative land planning and site design concepts that support a high quality of life and achieve a high quality of development, environmental sensitivity, energy efficiency, and other City goals and objectives by:

- a. Reducing or diminishing the inflexibility or uniform design that sometimes results from strict application of zoning and development standards designed primarily for individual lots;
- b. Allowing greater freedom in selecting the means of providing access, open space, and design amenities;
- c. Allowing greater freedom in providing a well-integrated mix of residential and nonresidential land uses in the same development, including a mix of housing types, lot sizes, and densities;
- d. Providing for efficient use of land resulting in smaller networks of utilities and streets and thereby lowering development and housing costs; and
- e. Promoting quality design and environmentally sensitive development that respects surrounding established land use character and respects and takes advantage of a site's natural and man-made features, such as trees, wetlands, surface waters, floodplains, and historic features.

Article 3 (Review Procedures), Section 3.4.F.4 (Planned Development Review Standards) of the LDC reads:

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

## **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:

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 property subject to the proposed PD Rezoning application has a future land use designation of Retail and is located in Neighborhood "L". The Retail land use is composed primarily of retail establishments. The floor area ratio shall not exceed 3 and the residential density shall not exceed 40 dwelling units per acre.

The City's Technical Review Team (TRT) has reviewed the rezoning request and found the request to be consistent with the Comprehensive Plan.

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

Development standards for a PD-G Zoning District must comply with the development standards of Article 6: Development Standards and Article 7: Subdivision Standards or any modifications of those standards established in the PD Plan/Agreement. The applicant has requested the following modifications:

- 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.

The existing dealership is fully developed and operational. Approval of the PD rezoning application with the requested modifications would allow an expansion of the existing facility and would not be in conflict with any portions of the LDC.

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

The applicant has provided a Benefit/Modification statement (Attachment B).

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

The adjacent property to the north is a ministorage facility and to the east is a shopping plaza with a variety of retail uses. To the south and west are single-family residential neighborhoods. The property has a future land use of Retail which does permit a variety of retail sales and residential uses. Additionally, the applicant is providing a wall and landscaping as a buffer for the single-family residential uses. The application has been reviewed by the City's Technical Review Team and determined that the property is suitable in size, location, and character for the uses proposed and that the uses are consistent with the City's Comprehensive Plan.

## PD Site Plan

The site is fully developed. The applicant is proposing to expand the existing Hendrick Honda showroom by 6,500 square feet, minor regrading of parcels and adjustment and addition of 5 spaces to accommodate the expansion. The PD plan for the property is attached (Attachment C).

# Signage and Landscaping

The applicant is requesting to keep all existing signage on the property and add one 65 square foot wall sign to be located on the new expansion of the showroom. Sign plan for the property is attached. (Attachment D)

The applicant is requesting two landscape modifications as follows:

- 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.

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

The standards established in the PD Agreement and the LDC would result in a logical and orderly development pattern for the subject property.

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

Staff does not have any indication the proposed development would have an adverse effect on 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

Staff has reviewed the requested development for impacts to public facilities and offers no objection to the proposed uses or 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

The City's TRT has reviewed the request for impacts on the natural environment and does not anticipate any adverse environmental impacts with the approval of this request.

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 current zoning designations on the property are M-1, PD-G, and SFR-5. The future land use is Retail. The SFR-5 zoning district does not permit auto uses, but the Retail future land use does allow automobile uses. The City's TRT has reviewed the request and found the use to be an acceptable service related use.

# <u>Planned Development Zoning Districts Review Standards</u>

Before approving a PD zoning district classification, the City Commission shall find the application for the PD zoning district, as well as the PD Plan/Agreement included as part of the application, comply the review standards in Section 3.4.D.3 of the LDC.

The PD Plan/Agreement includes a development plan for proposed addition of the  $5\pm$  acre parcel and the expansion of the existing showroom.

The property is fully developed. Uses for the development include a variety of automotive uses, and services. It has three access points, two on Nova Road and one on Dr. Mary McLeod Bethune Boulevard, landscaping, parking. Staff has reviewed the proposed Rezoning request and determined the request is consistent with the Comprehensive Plan.

The applicant has conducted a neighborhood meeting, as required by the LDC. A summary of the neighborhood meeting prepared by the applicant is attached (*Attachment E*).

# **RECOMMENDATION**

Staff recommends approval 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 square feet service area and additional parking.

The item is tentatively scheduled to be heard by the City Commission for first reading on June 7, 2017 and for second reading on June 21, 2017 (public hearing).

A majority vote of the Planning Board members present and voting are required to recommend approval to the City Commission.





DEV2016-105
PLANNED DEVELOPMENT GENERAL - REZONING
PLANNED DEVELOPMMENT AMENDMENT
LOCATION MAP

These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.



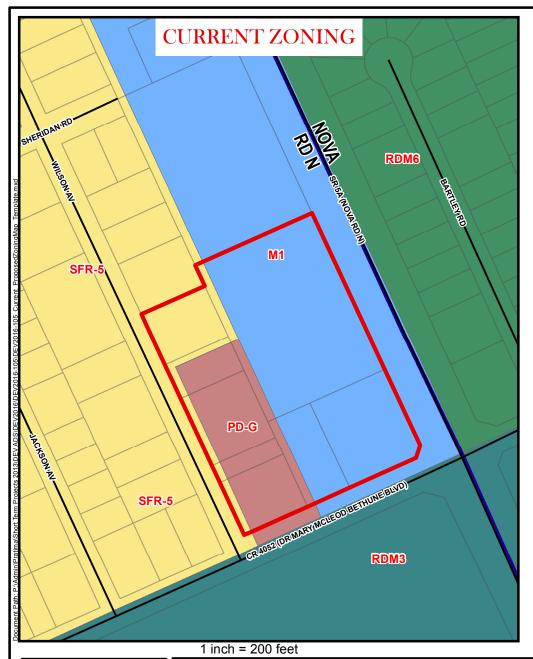


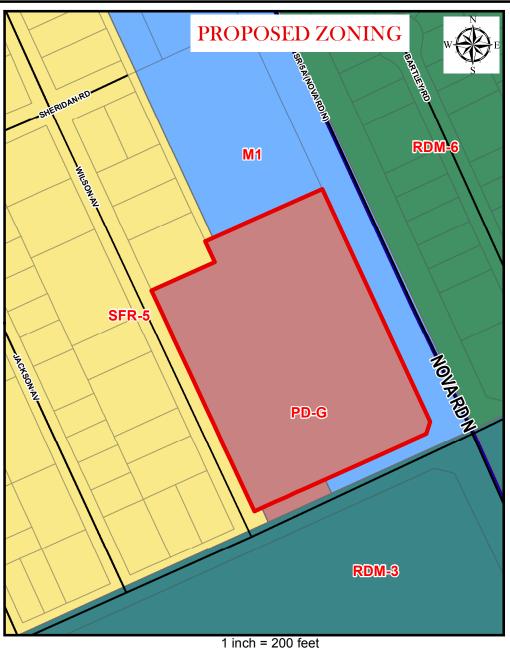
DEV2016-105
PLANNED DEVELOPMENT GENERAL - REZONING
PLANNED DEVELOPMMENT AMENDMENT
AERIAL MAP

City of Daytona Beach Map disclaimer:

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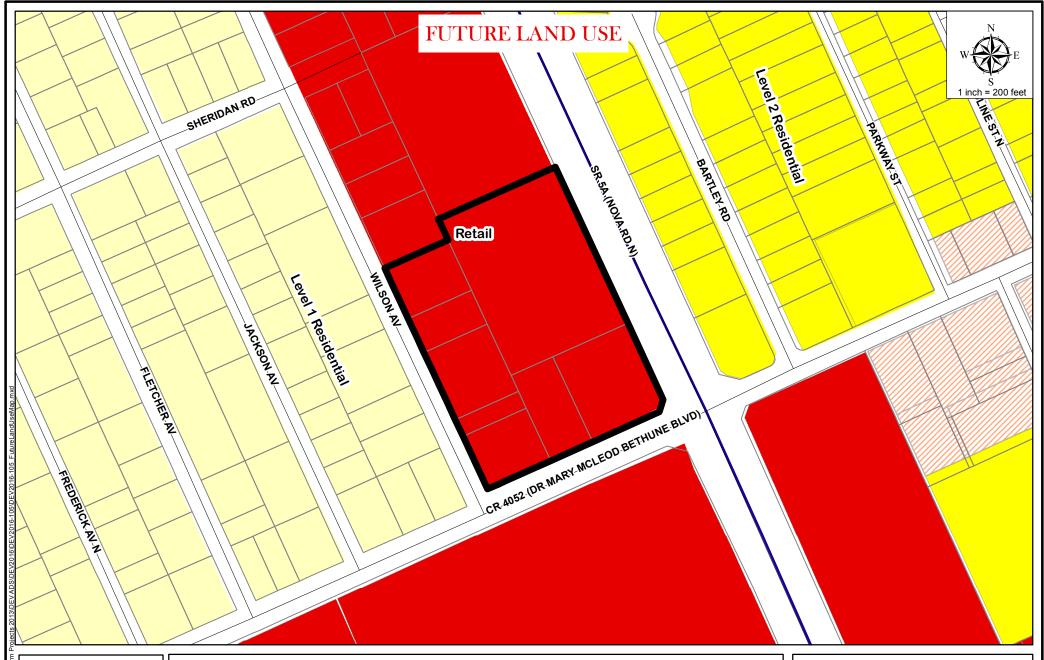




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DEV2016-105
PLANNED DEVELOPMENT GENERAL - REZONING
PLANNED DEVELOPMMENT AMENDMENT
CURRENT & PROPOSED ZONING MAP







DEV2016-105
PLANNED DEVELOPMENT GENERAL - REZONING
PLANNED DEVELOPMMENT AMENDMENT
FUTURE LAND USE MAP

City of Daytona Beach Map disclaimer:

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# ORDINANCE NO. 97-608

AN ORDINANCE AMENDING THE ZONING MAP OF THE LAND DEVELOPMENT CODE TO REZONE 1.4± ACRES OF PROPERTY LOCATED IN THE 300 BLOCK OF WILSON AVENUE FROM R-1b (SINGLE FAMILY RESIDENTIAL) TO PCD (PLANNED COMMERCIAL DEVELOPMENT) ZONING DISTRICT; AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A PCD AGREEMENT; ADOPTING THIS ORDINANCE PURSUANT TO ARTICLE 3 § 1.3, LAND DEVELOPMENT CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH; AND PROVIDING WHEN THIS ORDINANCE SHALL TAKE EFFECT.

WHEREAS, certain property located in the 300 block of Wilson Avenue, behind the existing Jon Hall Honda automobile dealership at 330 North Nova Road is currently zoned R-1b (single family residential) district; and

WHEREAS, the property owner, Jon Hall Honda, J. Ross Hall, president, has requested that the City rezone the property to PCD (planned commercial development), and has submitted a PCD Agreement concerning proposed development of the property; and

WHEREAS, the Planning Board has reviewed the request and recommended against approval of the request by a vote of 0-10.

NOW, THEREFORE, BE IT ENACTED BY THE PEOPLE OF THE CITY OF DAYTONA BEACH, FLORIDA:

SECTION 1. The Zoning Map of the City's Land Development Code is hereby amended to rezone 1.4± acres of property located in the 300 block of Wilson Avenue, behind the existing Jon Hall Honda automobile dealership at 330 North Nova Road, FROM R-ID (single family residential) district to PCD (planned commercial development). The property is more

particularly described as follows:

Lots 1-13 inclusive, Block 2 of "East Highlands" as recorded in Map Book 10, Page 60, Public Records of Volusia County, Florida.

SECTION 2. The Mayor and City Clerk are hereby authorized to execute the Planned Development Agreement regulating development of the property described in Section 1, attached hereto and incorporated by reference herein.

SECTION 3. A Public Hearing at 7:00 p.m., Wednesday, December 17, 1997, in Commission Chambers, City Hall, 301 south Ridgewood Avenue, Daytona Beach, Florida, after notice published, is deemed to comply with the Land Development Code (LDC).

SECTION 4. The City Commission has received the report of the Planning Board recommending denial of the request and adopts this Ordinance in accordance with Article 3 § 1.3, LDC.

SECTION 5. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 6. This Ordinance shall take effect concurrently with Ordinance No. 97-607, amending the future land use designation for the property in the City's Comprehensive Plan.

BARON H. ASHER

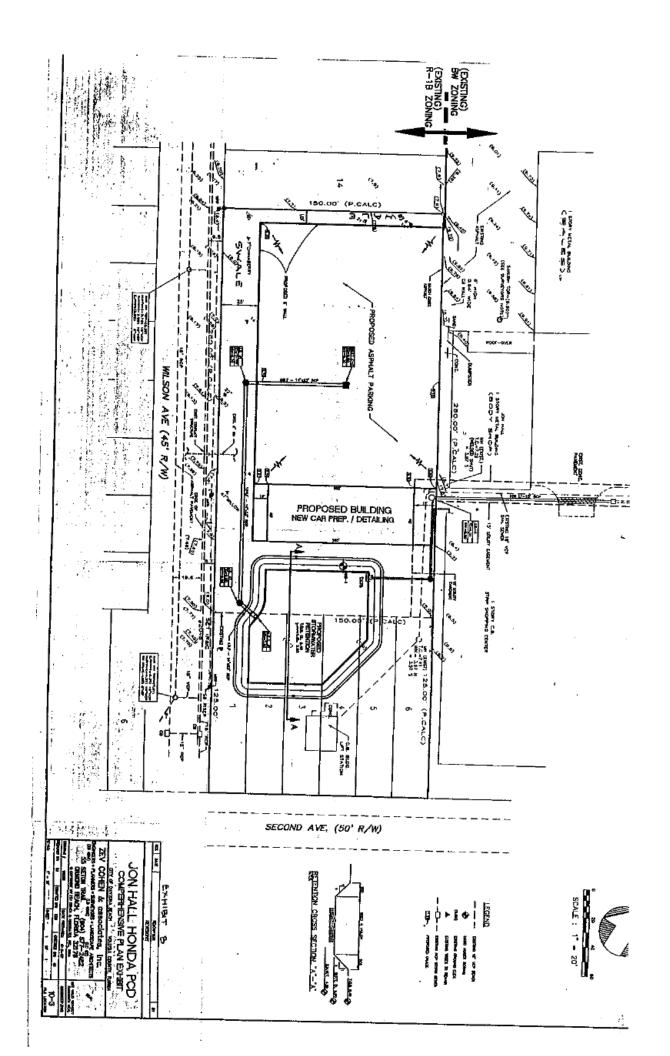
Mayor

ATTEST:

WEN AZAMA-EDWARDS

City Clerk

Passed on 1st Reading: November 18, 1997 Adopted on 2nd Reading: December 17, 1997



# ATTACHMENT B



February 24, 2017

Mr. Dennis Mrozek Principal Planner City of Daytona Beach 301 S. Ridgewood Avenue, Room 240 Daytona Beach, FL 32115

Re: Waiver and Benefits of the Hendrick Honda Planned District Agreement

LDC Waivers and Public Benefits

**DEV 2016-105** 

#### Dear Dennis:

I have the pleasure of representing HDBF, LLC (Property Owner). The Property proposed to be governed by the PD-G is located at 330 North Nova Road. The majority of the property involved in the request is already developed as an auto dealership. One parcel (approximately 0.38 acres located at the northwestern corner of the overall zoning parcel will be incorporated into the site, enclosed with a screening wall and rezoned from SFR-5 to PD-G. The parcel is classified by the Comprehensive Plan to allow automotive sales. The balance of the rezoning parcels (approximately 4.15 acres) is already developed and used for an automotive (Hendrick Honda) dealership. The property suffers from a zoning split between the M-1, SFR-5 and PD categories. The proposed PD-G unites all property into one zoning category (PD-G) which will be one tax parcel. The PD-G will supersede all prior zoning classifications or agreements. The property which fronts on Nova Road has existing landscaping and screening walls applicable to the property. The landscaping does not conform to the Nova Road Corridor requirements and there is no room with existing development and site traffic circulation and parking patterns to allow modification to accomplish compliance. Where it is possible on the site (based on available space), additional and/or code compliant landscaping is proposed. To allow the development defined by the PD-G, the following waivers are requested.

# **Requested Waivers and Administrative Approvals**

#### 1. Landscaping.

15% NATURAL PRESERVATION

TOTAL SITE AREA 5.06 ACRES

TOTAL PRESERVATION AREA REQUIRED

(CALCULATION: 5.06 AC. x 15% = .76 AC.)

TOTAL PRESERVATION AREA PROVIDED

.32 ACRES

MINIMUM ON-SITE TREES
MINIMUM TREES REQUIRED ON SITE 88

JAMES S. MORRIS, P.A. ◆ POST OFFICE BOX 291687 ◆ PORT ORANGE, FL 32129-1687 750 OAK HEIGHTS COURT, UNIT 304 ◆ PORT ORANGE, FL 32127 386-310-8784 ◆ 386-310-8783, FAX ◆ JIM@JAMESMORRISPA.COM

(CALCULATION: 220,423 S.F. / 2,500 S.F. = 88) EXISTING TREES TO BE PRESERVED 59

NUMBER OF TREES PROVIDED ON LANDSCAPE PLAN
TOTAL NUMBER OF TREES EXISTING PLUS PROVIDED
78

SPECIMEN TREE CALCULATIONS
SPECIMEN TREES ON SITE 39
SITE ACREAGE 5.06
SPECIMEN TREES PER ACRE 7.7

SPECIMEN TREES PER ACRE 7.7
SPECIMEN TREES REQUIRED TO BE PRESERVED

(CALCULATION: 34 TREES/5.06 ACRES = 7.7 TREES/ACRE) = 50%

SPECIMEN TREES PRESERVED 31

SPECIMEN TREES PER ACRE

**EXISTING SPECIMEN TREES TO** 

20

BE PRESERVED

LESS THAN 3 80%

3.0-5.0 65% 5.1-8.0 50%

8.1 or more 4 PER ACRE

- 2. <u>Corridor Requirement.</u> Section 4.9, Table 4.9.D.3.A requires a twenty-five (25') foot landscape buffer. The existing buffer is approximately twenty-five (25') feet wide. It is proposed to be maintained at its current width.
- **SFR-5 Zoning.** The SFR-5 zoning (which will be eliminated by the PD-G) requires the rear yard setback for SFR-5 zoning district is 25 feet. The proposed rear yard setback is 15 feet. Revise or request a modification. The plan proposed a screening wall at the Wilson Avenue property line with site exterior landscaping as illustrated by the landscape plan. See PD-G Exhibit D also attached hereto as Exhibit 1.

## **Benefit Analysis**

There are two principal PD-G benefits.

- 1. <u>Unified zoning and standards</u>. The property presently suffers split zoning. The proposed PD-G unifies the zoning and creates a clear set of standards for City staff and the property owner to consult in regulating and developing the property. Additionally, unified zoning allows the business (a significant area employer) to have clarity in how the property will be regulated and may be developed.
- 2. <u>Implementation of the Comprehensive Plan.</u> The rezoning will allow "squaring off" of the Honda parcel and implement the Comprehensive Plan which anticipates commercial use of the northwest corner of the zoning parcel. The re-use of the

property will eliminate a delapidated structure that presently exists on the property and fronts on Wilson. The home will be removed and replaced with a screening wall and landscape buffer fronting on Wilson.

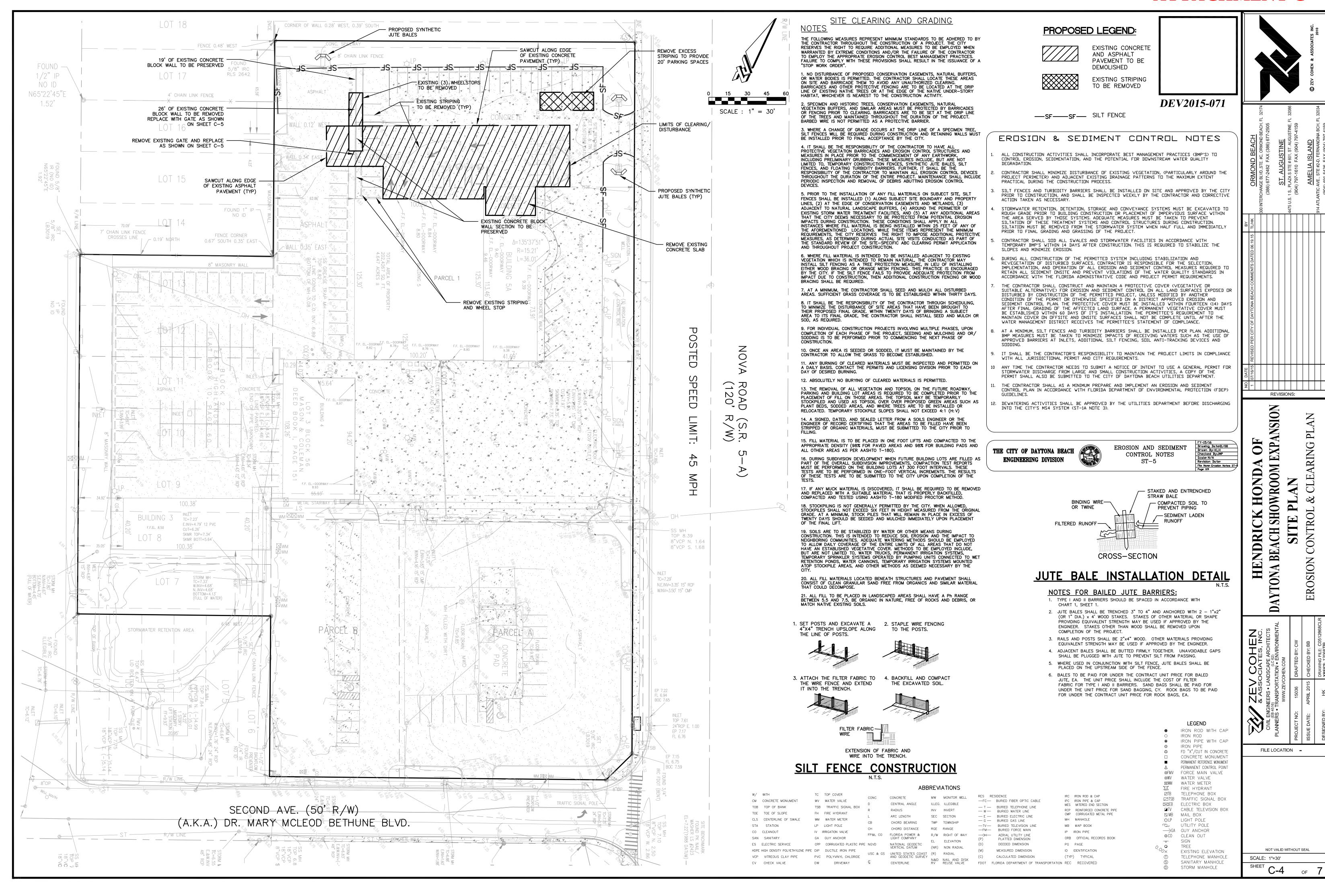
The Property Owner is seeking a City staff recommendation of approval for the proposed PD Agreement. Thank you for your time and consideration in this matter.

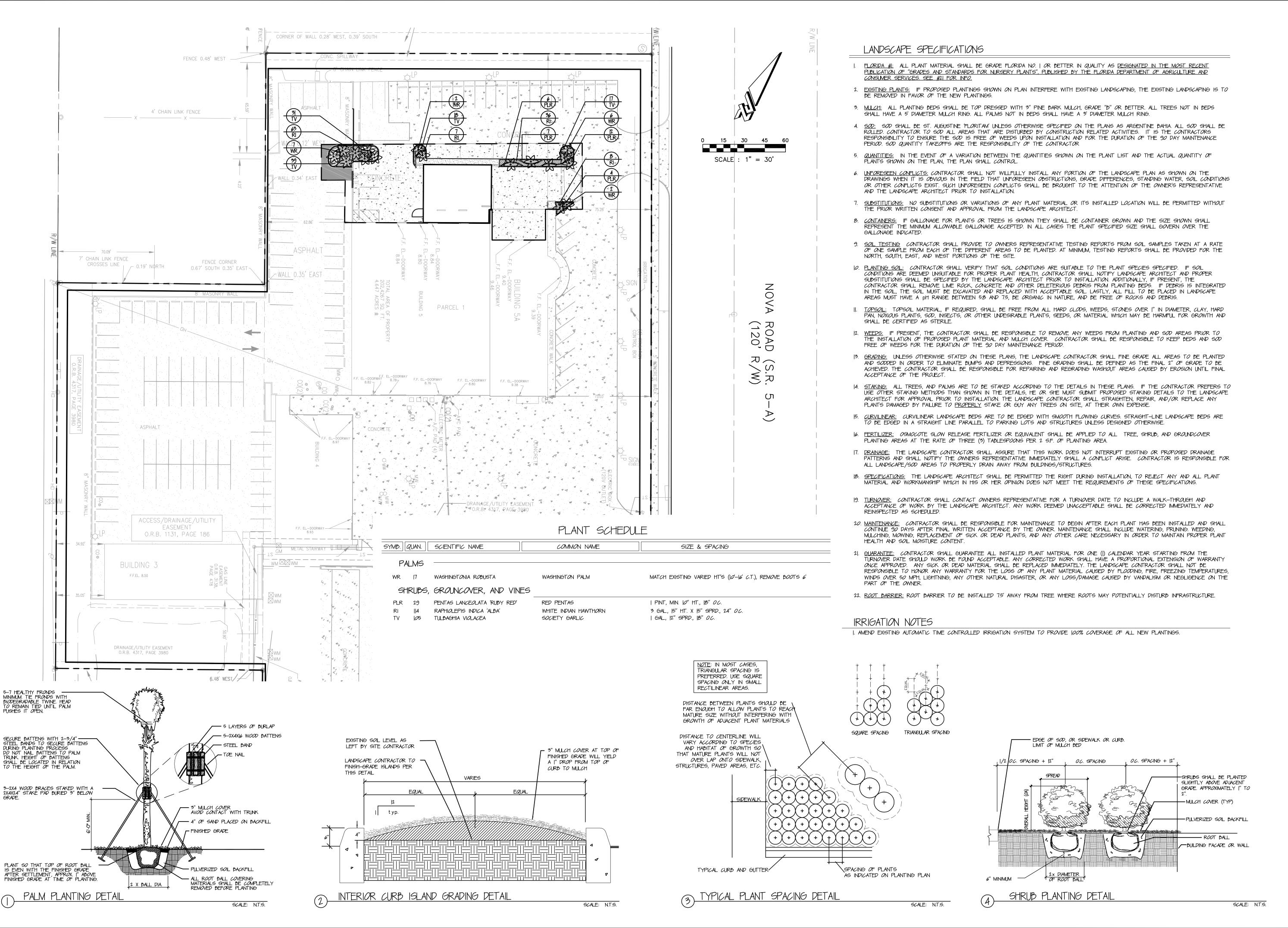
Sincerely yours,

JAMES S. MORRIS, P.A.

James S. Morris, Esquire

JSM/kf





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AN & DETAILS

HENDRICK HO
YTONA BEACH SHOWR
ANDSCAPE PLAN

A SSOCIATES, INC.

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FILE LOCATION \_
SUBMITTAL DATE 7/9/15

SEAL

PAUL MOMBERGER, RLA
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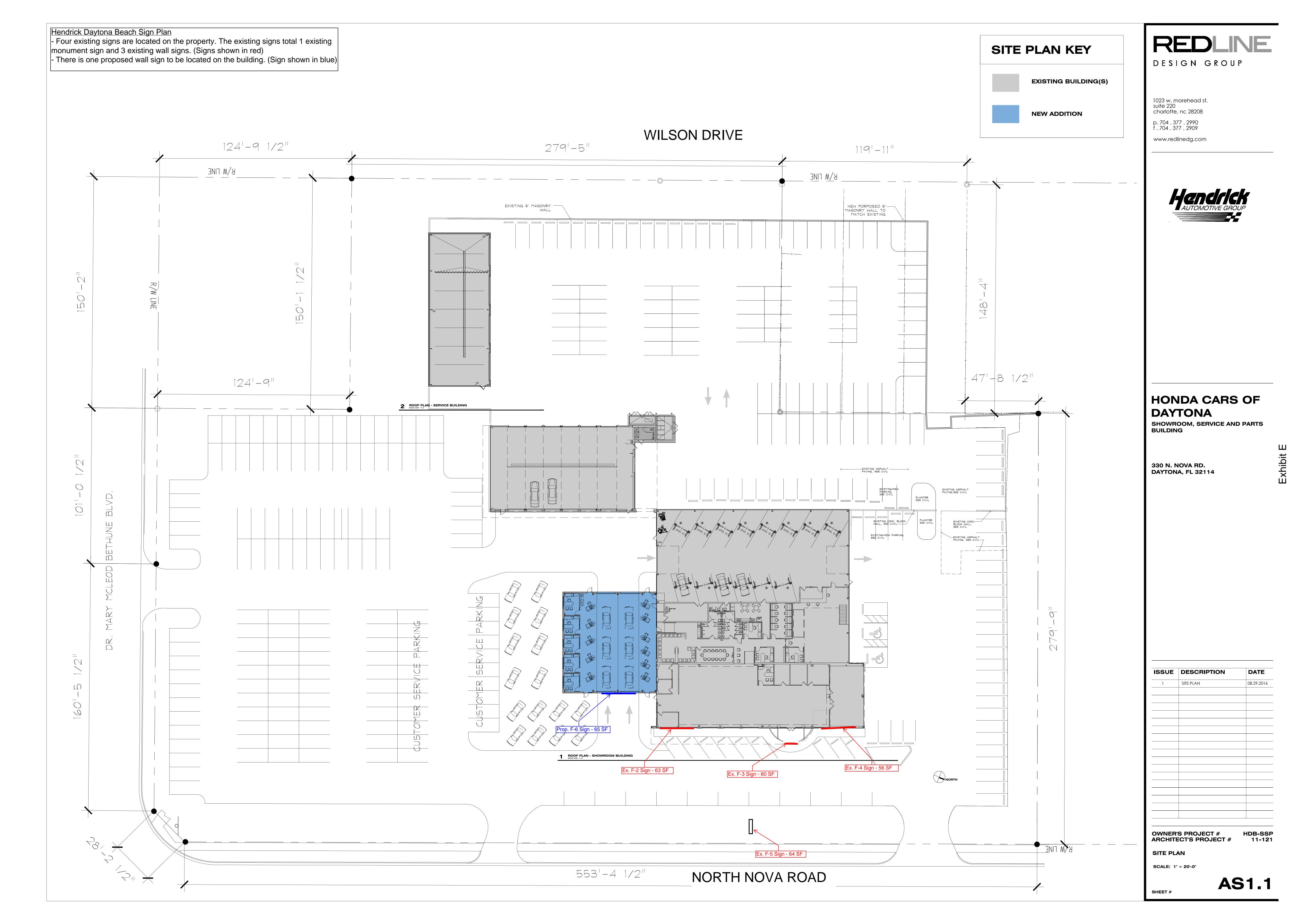
SCALE: 1" = 30'

SHEET

LA1 OF 1

# ATTACHMENT D





February 22, 2017

# PROPOSED PLANNED DISTRICT (PD-G) REZONING REQUEST HENDRICK HONDA DAYTONA WRITTEN SUMMARY OF NEIGHBORHOOD MEETING

**Meeting Time and Location:** The neighborhood meeting regarding the above referenced project was held at 6:00 p.m., November 28, 2016 at the Hendrick Honda Dealership Conference Room located at 330 N. Nova Road, Daytona Beach, Florida 32114. The property was posted with three (3) fluorescent orange placards obtained by the applicant. See attached photos.

Meeting Attendees: Developer representatives present at 6:00 p.m. were Jim Morris, Hendrick Honda representatives Jennifer Bowers and Rafael Reyes and Zev Cohen & Associates representative Luke Kilic. The local store manager together with two (2) neighborhood members: Ms. Muriel J. Bartley, 300 Bartley Road, Daytona Beach and Lynette Washington, 304 Division Street, Daytona Beach also attended. A sign up sheet of meeting attendees is attached.

**Attendee Comments:** A summary of attendee comments, questions and concerns is set forth below. Attendees were advised they could write or call the applicant or the City if additional comments arose or they wanted to raise particular issues.

**Issue:** Will my taxes go up due to improvements of the dealership?

**Response:** It's unlikely plus the property is homestead so under the "Save Our Homes Amendment" taxable value is limited to a maximum of increase of three (3%) percent.

**Issue:** Will the zoning make my house nonconforming, tow it: will the zoning stop me from using my house for a home?

**Response:** No. Your property will still be zoned for and legal to use as a single family residence.

**Issue:** There is one light in the south parking area that shines into the [Mrs. Washington's] property. Can anything be done about it?

**Response:** Yes. Honda representative Rafael Reyes, the dealership manager, promised to work with Mrs. Washington to resolve the issue.

**Issue:** Can the music be turned down after closing?

**Response:** There is no dealership music but the late night maintenance crew may play music. Honda Representative Rafael Reyes, dealership manager, promised to look into the matter.

JAMES S. MORRIS, P.A. ◆ P.O. BOX 291687 ◆ PORT ORANGE, FL 32129 750 OAK HEIGHTS COURT, UNIT 304 ◆ PORT ORANGE, FL 32127 386-310-8784 ◆ 386-310-8783 FAX ◆ JIM@JAMESMORRISPA.COM **Project Information:** A copy of the site plan and elevation drawing was presented to the two (2) neighborhood attendees.

**Meeting Adjournment:** 

The meeting ended at approximately 7:15 p.m

Respectfully submitted,

JAMES S. MORRIS, P.A.

James S. Morris

JSM/kf