



The CITY OF DAYTONA BEACH

“THE WORLD'S MOST FAMOUS BEACH”

MEMORANDUM

DATE: April 12, 2018

TO: James V. Chisholm, City Manager

FROM: Richard Walton, AICP, Planning Director *RW*

SUBJECT: Wawa-Holly Hill Shopping Plaza - Rezoning, Planned Development-General (DEV2017-129)

A request by Scott Stuart, with KCG Engineering, on behalf of Holly Hill Plaza, LLC, to rezone 1.9 +/- acres of land located on the northwest corner of Mason Avenue and Nova Road, within the Holly Hill Shopping Plaza, from Business Retail-2 (BR-2) to Planned Development-General (PD-G) to allow for the development of a gas station and accessory retail sales.

Proposed Modifications

Building Perimeter Landscaping (Section 6.4.C.2)

- 1) *Continuous landscape areas* - The applicant is requesting to waive the requirement that continuous landscape areas shall be located adjacent to all building perimeters. Instead, the applicant has proposed to provide ornamental groundcover and shrubs along the length of the West building perimeter and a portion of the East building perimeter.
- 2) *Walkways* - The applicant is requesting to waive the requirement that walkways adjacent and parallel to the building shall be a maximum of six feet wide. Instead, the applicant would like to provide walkways greater than six feet wide adjacent to the building.

Signage: (Table 6.10.K.2 – District Sign Schedule: Business Districts)

- 3) *Maximum Number of Signs* - The applicant is requesting a total of 8 signs: 2 ground signs, to be developed as EMC pole signs for the display of digital gas prices; 4 wall signs; and 2 canopy signs, in lieu of the 6 signs permitted on corner lots in the Business Districts. In addition, and based on the LDC regulations for EMC signs, if more than one ground sign is permitted on a property, an EMC sign shall count as two ground signs. Therefore, the applicant is theoretically requesting a total of 10 signs.
- 4) *Maximum Sign Area Per Parcel* - The applicant is requesting to increase the maximum sign area for the property from a total of 330 SF (2 SF per 1 linear ft. of building frontage) to a total of +/- 372 SF.

5) Electronic Message Center Signs: (Section 6.10.J.6)

The applicant is requesting modifications to the LDC, as detailed below, to allow for the development of two EMC pole signs on the property for the display of digital gas prices. The requested EMC signs are consistent with the number of EMC signs approved as part of the PD/rezoning for the development of the Wawa gas station near the intersection of ISB and Ridgewood Avenue. Staff is of the opinion that the EMC signs are compatible with the proposed use on the property. The request to develop the signs as pole is also consistent with the pole signs current in existence on adjacent properties.

- 6) *Site Acreage for EMC Sign* – The applicant is requesting to waive the requirement that EMC signs shall only be permitted on sites consisting of at least 8 contiguous acres with at least 650 continuous linear feet of frontage on an arterial street, in order to accommodate the two requested EMC pole signs.
- 7) *Maximum Number of EMC signs* – In lieu of the one EMC sign permitted by the LDC on a single parcel, the applicant is requesting to develop one EMC pole on each of the property's two street frontages, i.e. Mason Avenue and Nova Road, for a total of 2 EMC signs.
- 8) *EMC Sign Type* – The applicant is requesting to waive the requirement that an EMC sign shall be developed as a monument sign with a maximum height of eight feet above grade in order to construct two EMC pole signs. This request is consistent with the pole signs in existence on adjacent properties. The PD specifies that the EMC pole sign along Nova Road will have a maximum height of 27' and a maximum sign area of 106 +/- SF. The EMC pole sign along Mason Avenue will have a maximum height of 23' and a maximum sign area of 60 +/- SF.
- 9) *Display Screen* – The applicant is requesting to waive the requirement the EMC display screens shall not exceed 50% of the sign cabinet.
- 10) *Additional Signage on Sign Cabinet* – The applicant is requesting to waive the requirement that additional signage shall only be permitted on the sign cabinet if it does not exceed 15% of the sign cabinet size. The proposed Wawa identification logo above the EMC display screen exceeds this requirement.

Exterior Color and Design Standards along Major City Thoroughfares (Section 6.12.C)

- 11) *Changes of Wall Planes* – The applicant has requested to waive the requirement that walls shall have changes of planes with at least a three-foot projection or recess no less than every 30 feet for sides of buildings which are less than 200 feet wide because the proposed architectural elevations do not fully comply with this standard, as detailed in the applicant's benefit/modification statement.
- 12) *Changes of Rooflines* – The applicant has also requested to waive the requirement that roofs shall have multiple rooflines if the building is more than 30 feet wide for roofs which are less than 200 feet wide because the proposed architectural elevations do not fully comply with this standard.
- 13) *Building Colors* – The proposed colors for the building do not fully comply with the requirement that building colors shall have a minimum light reflectance value (LRV) of 70. This request is consistent with Wawa's corporate model.

Standards for Specific Accessory Uses and Structures (Section 5.3.C.4.)

14) *Canopy, Nonresidential* – Proposed canopy height does not fully comply. Highest point proposed is 21' 2.25" (to top of canopy).

At the March 22, 2018 Planning Board Meeting, the Board recommended approval 6-to-0. Staff supports the Planning Board recommendation to the City Commission.

The first reading will be heard before the City Commission on May 2, 2018 and the Public Hearing for adoption will be heard on May 16, 2018.