




# The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

## MEMORANDUM

DATE: June 29, 2018  
TO: James V. Chisholm, City Manager  
FROM: Dennis Mrozek, AICP, Planning Director   
SUBJECT: DME Sports - Rezoning, Planned Development-General (DEV2018-032)

---

A request by Joseph H. Hopkins, P.E., The Performance Group, Inc., on behalf of Michael Panaggio, DME Sports, LLC, to rezone 13.67+/- acres of property from "County" Planned Unit Development (PUD) and "County" Light Industrial (I-1) to "City" Planned Development-General (PD-G) to allow for the continued operation and future expansion of the DME Sports Academy and additional industrial, medical, and office uses. The parent tract includes approximately 9.98+/- acres and is currently developed as the main campus for DME's operations. The main campus includes the DME Sports Academy and industrial, medical, and office-related uses associated with DME's additional operations. The satellite tract includes approximately 3.69+/- acres and is currently developed as a sports training field for the DME Sports Academy.

The applicant has proposed to annex the properties into the City. The City allows a property to retain a "County" land use with a "City" zoning designation, provided the land use is consistent with the existing and proposed uses on the subject property.

### Proposed Modifications

1. Use-Specific Standards  
*Warehouse Storage and Distribution* (Section 5.2.B.27.b) – Modification to allow warehouse storage and distribution uses within 500 feet of a school use.
2. Landscaping
  - *Building Perimeter Landscaping* (Section 6.4.C) – Waiver from requirement that a continuous landscape area shall be located adjacent to all building perimeters.
  - *Vehicular Use Area Landscaping* (Section 6.4.D) – Waiver from required landscape materials for a vehicular use located within 50 feet of a street right-of-way.
  - *Perimeter Buffers* (Section 6.6) – Waiver to retain existing non-conforming perimeter buffers.

### 3. Signage

- *Sign Area (Table 6.10.K.3)* – 1) Modification to increase the total sign area for the proposed monument signs 20 square feet to 320 square feet. 2) Modification increase the total sign area for the wall signs on the property from 200 square feet to 600 square feet.
- *Maximum Sign Height for Monument Signs (Section 6.10.J.7)* – Modification to increase the maximum height for the proposed monument signs from 8' to 10'.

### 4. Parking

- *Off-Street Parking and Loading Design Standards (Section 6.2)* – Modification to retain the existing parking until such time that the Parent Tract is subject to redevelopment or expansion.
- *Off-Street Parking Requirements (Section 6.2.C)* – Provision of unique parking matrix. ***Note: this is not considered a modification to the Land Development Code (LDC).***

At the June 28, 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 July 18, 2018 and the Public Hearing for adoption is tentatively scheduled for August 1, 2018 and will run concurrent with the Annexation for DME Sport.