

Agenda Item 7 (Quasi-Judicial Hearing)

**Rezoning Amendment – Planned Development-General
Third Amendment
DEV2018-018
Best Buy PD**

STAFF REPORT

DATE: June 14, 2018
TO: Planning Board Members
FROM: Hannah Ward, Planner

PROJECT REQUEST

A request by Monica Pomroy with Interplan LLC, on behalf of property owners Daytona BTBY Holdings LLC, Daytona BB LLC, and Clocktower Wolf LLC to amend the Best Buy Planned Development (PD) Agreement to allow for additional wall signage on the Best Buy retail facility.

PROJECT LOCATION

The 27.64 +/- acre property is located on the north side of US-92 / West International Speedway Boulevard, across from the Daytona International Speedway. The zoning of the property is Planned Development-General (PD-G), and the Future Land Use (FLU) on the property is Commercial Amusement.



Aerial View of the Property

The adjacent land uses and zoning classifications are shown below and in the accompanying map series.

Table 1: Land Use and Zoning Table

	Existing Uses	Existing FLU Designation	Existing Zoning Classification
Site	Best Buy Shopping Plaza	Commercial Amusement	Planned Development-General (PD-G)
North	Technetics Group Daytona	General Industrial	Industrial Park (M-4)
South	Daytona International Speedway	Commercial Amusement	Planned Development-General (PD-G)
East	Shoppes at One Daytona	Commercial Amusement	Planned Development-General (PD-G)
West	Motel	Office Transition	Industrial Park (M-4) & Tourist/Office/Retail (T-4)

PROJECT DESCRIPTION

The original Best Buy Planned Commercial Development (PCD) Agreement was approved by the Daytona Beach City Commission in 1995. Since then, the City Commission has approved two additional amendments to the Best Buy PD, as detailed below.

- In 2003, the City Commission approved the First Amendment to the Best Buy PCD to increase the height and area of the existing directory sign, increase the square footage of the wall signs, excluding the free-standing parcel (now, Barnes & Noble), the out parcel (now, Gateway Bank) and the “Best Buy” retail facility.
- In 2006, the City Commission approved the Second Amendment to the Best Buy PCD to allow business services, including offices, banks, and financial institutions, each with drive-in window service, as a permitted use on the out parcel (now, Gateway Bank).

The applicant is now requesting the Third Amendment to the Best Buy PD to increase the quantity and square footage of the wall signs for the Best Buy retail facility.

Proposed Modifications

The applicant is proposing to amend Section 3.c).iv of the Best Buy PCD, as shown in strikethrough and underline format below:

- ~~iv. — The Best Buy retail facility will have two signs, with the western most sign not to exceed 400 sq. ft. and the southern exposure sign not to exceed 155 sq. ft., as depicted on Exhibit “C”.~~
- iv. The Best Buy retail facility will have the following signs, all as depicted on Exhibit “C”, attached hereto:
- (a) as to the front-west elevation (storefront), a sign not to exceed 400 square feet;
- (b) as to the side-south elevation:
- (1) the replacement on the western exposure (left hand corner) sign (which was not to exceed 150 square feet) with one (1) new sign not to exceed 300 square feet,
- (2) a new sign on the eastern exposure (right hand corner), which new sign shall not exceed 300 square feet; and
- (3) the relocation on the western exposure (left hand corner) of the existing 18 square foot sign from over the install bay doors to over the door next to the install bay doors.
- (c) as to the rear-east elevation, a new sign not to exceed 300 square feet.

Review of the proposed amendment reflects that the applicant is proposing to increase the total sign area for the wall signs on the Best Buy retail facility from 550 square feet to 1300 square feet. **(Note: the proposed relocation of the 18 square foot sign currently over the install bay doors has not been included as part of the total sign area on the Best Buy retail facility because the sign is not visible from the public right-of-way.)** In addition, the applicant is proposing to increase the number of wall signs on the property from a total of two (2) wall signs to a total of four (4) wall signs, consistent with the signage exhibit shown in *Attachment A*.

PROJECT ANALYSIS

Review of and decision on a Planned Development (PD) rezoning application shall be based on compliance with the proposed zoning reclassification and the PD Plan/Agreement and the review standards in Section 4.3.D.3 – *Site-Specific Zoning District Map Amendment Review Standards* of the Land Development Code (LDC) and the *General Standards for All Planned Development Zoning Districts* in Section 4.8.B of the Land Development Code (LDC).

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 the following:

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 proposed amendment does not conflict with the goals, objectives, and policies of the Comprehensive Plan.

The City's TRT has reviewed the proposed Third Amendment to the Best Buy PD and found it to be consistent with the City's Comprehensive Plan.

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

The Business District Sign Schedule applicable to shopping centers allows for a maximum wall sign area of 200 square feet. The Best Buy PD was originally approved with two (2) wall signs, with a total sign area of approximately 550 square feet for the Best Buy retail facility. The applicant is now requesting a total of four (4) wall signs with approximately 1300 square feet of total sign area for the Best Buy retail facility.

iii. Addresses a demonstrated community need;

Not Applicable.

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

The City's TRT has reviewed the requested amendment to the Best Buy PD and found it to be acceptable.

The applicant has conducted a neighborhood meeting as required by the Land Development Code (LDC). A summary of the neighborhood meeting prepared by the applicant is attached (*Attachment B*).

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

Standards established in the PD Agreement and The City's LDC have resulted in a logical orderly development pattern for the subject property.

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

Staff does not have any indication that the proposed amendment will have an adverse impact 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**

The City's TRT has reviewed the PD Amendment request and found it to be acceptable.

- 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**

Staff does not anticipate any adverse environmental impacts with the approval of this amendment proposal.

- 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 City's TRT has reviewed the PD Amendment request and found it to be acceptable.

RECOMMENDATION

Staff recommends approval of the Third Amendment to the Best Buy Planned Development (PD) Agreement to allow for additional wall signage on the Best Buy retail facility.

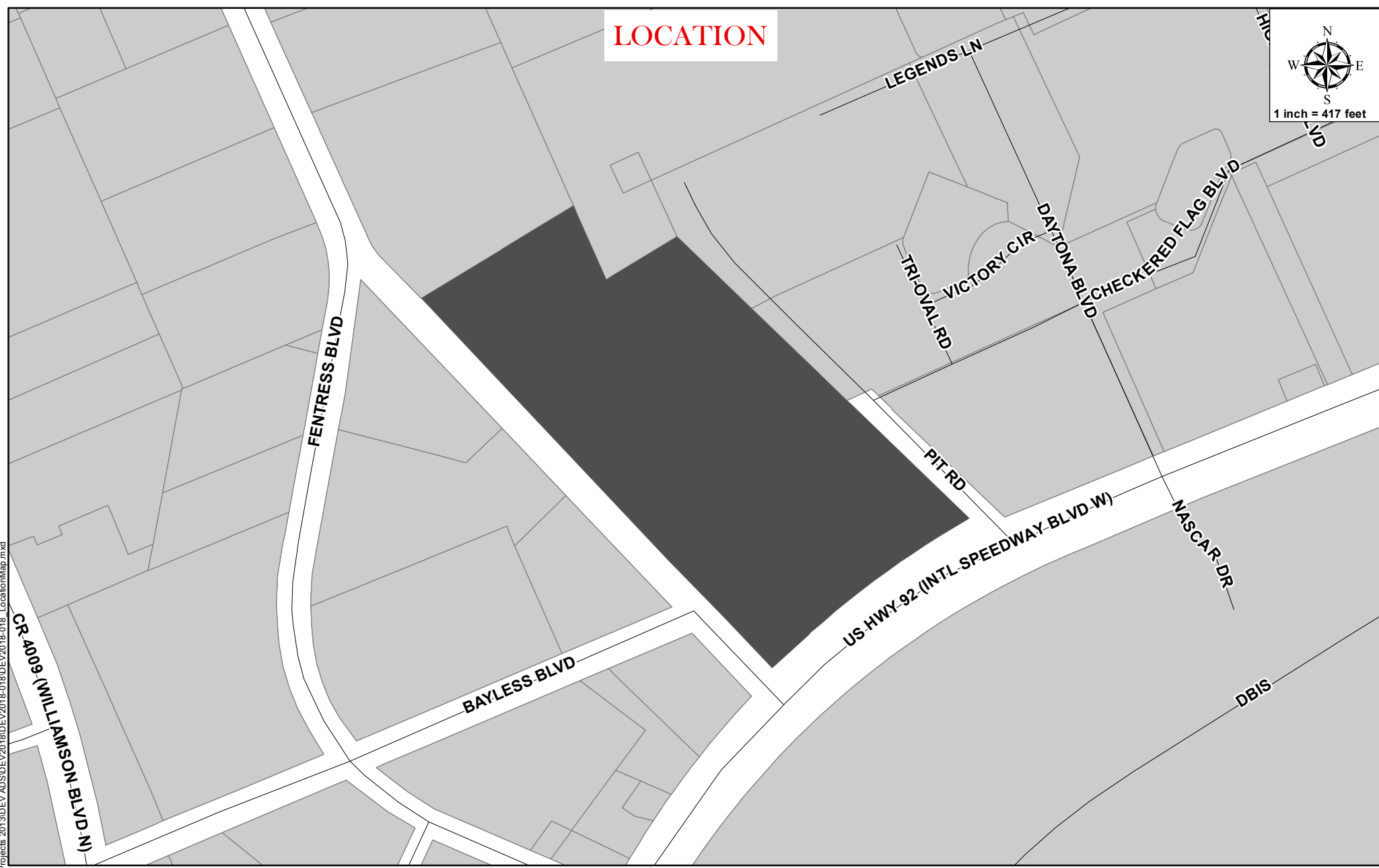
A majority vote by the Planning Board members present and voting is required to recommend approval to The City Commission.

The item is tentatively scheduled to be heard by The City Commission for first reading on August 1, 2018, and for second reading (public hearing) on August 15, 2018.

LOCATION



1 inch = 417 feet



Document Path: P:\Admin\Pratt\Short Term Projects 2018\DEV AD\DEV2018-018\DEV2018-018\DEV2018-018_LocationMap.mxd



DEV2018-018 PD-G REZONING AMENDMENT - BEST BUY PCD LOCATION MAP

The City of Daytona Beach Map disclaimer:
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.

AERIAL

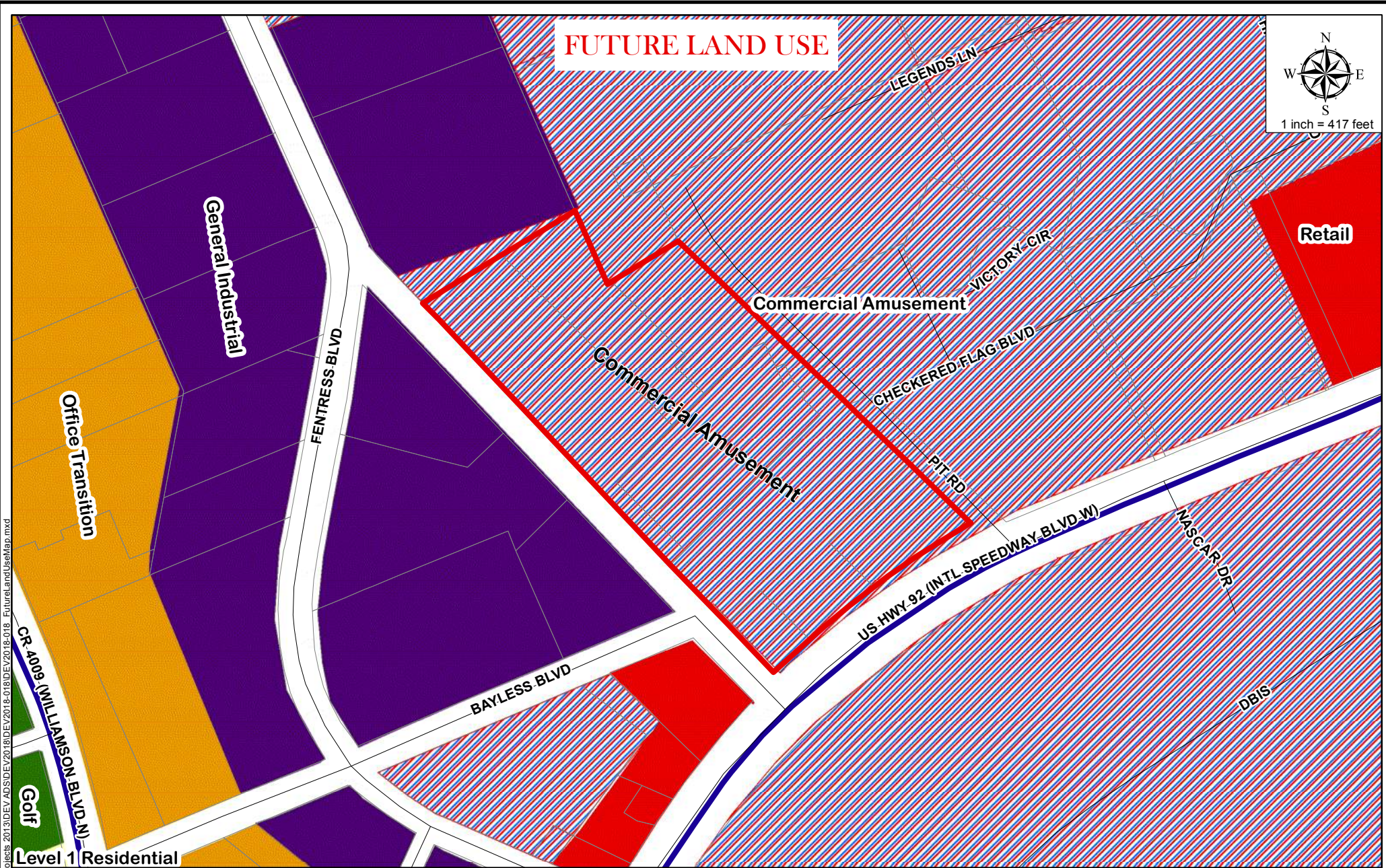


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DEV2018-018 PD-G REZONING AMENDMENT - BEST BUY PCD AERIAL MAP

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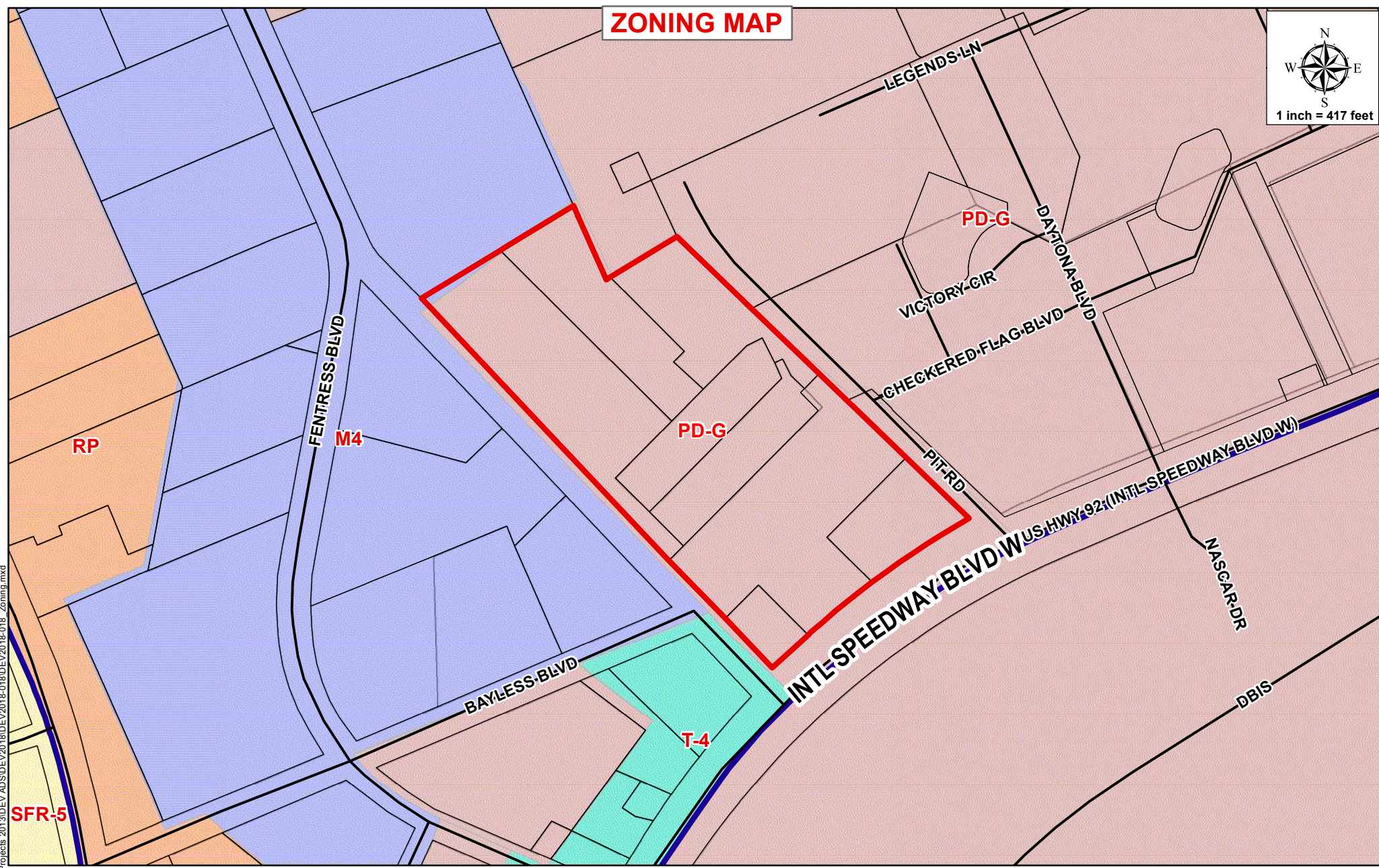
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DEV2018-018
PD-G REZONING AMENDMENT - BEST BUY PCD
FUTURE LAND USE (FLU) MAP

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ZONING MAP



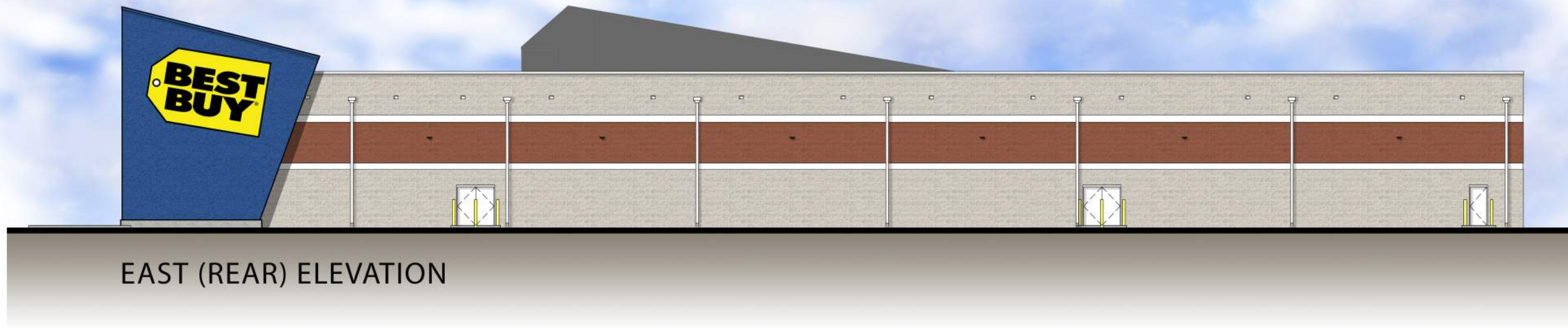
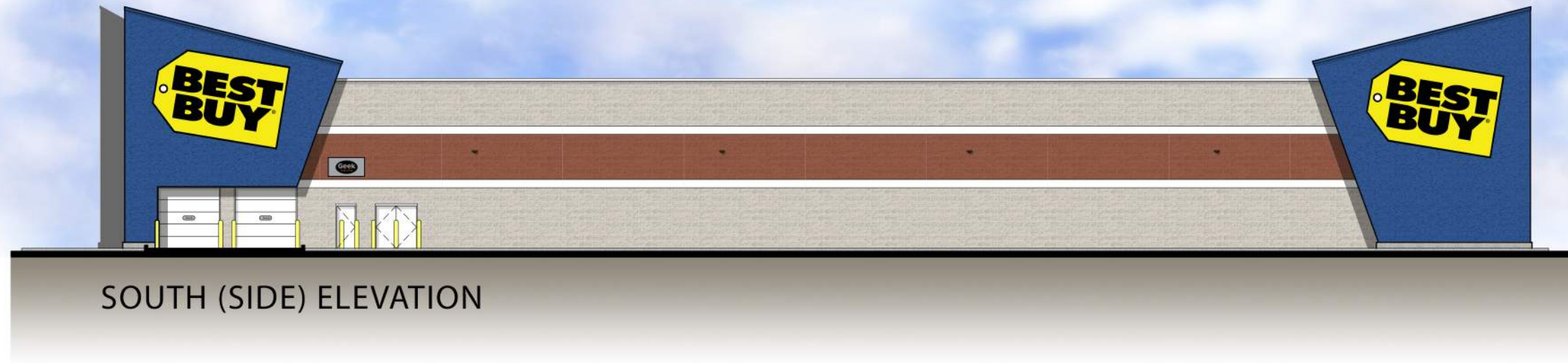
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DEV2018-018 PD-G REZONING AMENDMENT - BEST BUY PCD ZONING MAP

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ATTACHMENT A



PROPOSED ELEVATIONS
NOT TO SCALE



BEST BUY
1900 W INTERNATIONAL SPEEDWAY BLVD
DAYTONA BEACH, FL 32114

THE COLORS SHOWN IN THIS RENDERING ARE CLOSE APPROXIMATIONS. DUE TO INK VARIATIONS AND DIFFERENCES IN PRINTERS, AN EXACT COLOR MATCH CANNOT BE ACHIEVED. THE VIEWER IS ADVISED TO USE THE RENDERING AS A GUIDELINE FOR THE ARRANGEMENT OF COLORS ON THE BUILDING, AND TO THEN REFER TO THE ACTUAL COLOR OR MATERIAL SAMPLES PROVIDED.

INTERPLAN LLC
ARCHITECTURE • ENGINEERING • PROJECT MANAGEMENT • INTERIOR DESIGN

INTERPLAN NO. 2017.0687

5-23-18

ATTACHMENT A



BEFORE



AFTER



DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.

Customer: BBY: Best Buy

Project No: 358106

Scale: NTS

Date: 2/2/17

Drawn By: DB

Location: Daytona Beach, FL

Site No: BBY515

Description: 300 Sq. Ft. Ticket, Blue Wedge

Revised:

Revised:

Customer Approval: Graphics and colors on file will be used unless otherwise specified by customer. Please review drawing carefully. By signing below, you agree to graphics as shown above, and to location of sign as shown. Please return signed copy back to Everbrite.

CUSTOMER SIGNATURE _____

DATE _____

LANDLORD SIGNATURE _____

DATE _____

ATTACHMENT A



BEFORE



AFTER



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Customer: BBY: Best Buy		Description: 300 Sq. Ft. Ticket, Blue Wedge	Customer Approval: Graphics and colors on file will be used unless otherwise specified by customer. Please review drawing carefully. By signing below, you agree to graphics as shown above, and to location of sign as shown. Please return signed copy back to Everbrite.	
Project No: 358108	Scale: NTS			
Date: 2/2/17	Drawn By: DB	Revised:	CUSTOMER SIGNATURE _____ DATE _____	
Location: Daytona Beach, FL	Site No: BBY515		Revised:	LANDLORD SIGNATURE _____ DATE _____

ATTACHMENT B

March 23, 2018

To: City of Daytona Beach Resident and/or Property Owner

Re: City of Daytona Beach Planning Commission & Technical Review Board

On, Thursday April 5, 2018, at The Fairfield Inn & Suites by Marriot at the Daytona Beach Speedway/Airport, Interplan, LLC, Best Buy Architect, will meet to discuss the proposed signage changes by Best Buy for an Amendment to the Best Buy Planned Development.

The meeting will take place in the Firebird II conference room at 6:30 p.m.

The vicinity map and renderings of the proposed signage changes are enclosed for your review.

You are hereby notified of this meeting as a neighboring property owner and are invited to attend the meeting to state your concerns, or you may email any concerns regarding this matter MPomroy@interplanllc.com.

If you have any questions or need additional information, please contact The City of Daytona Beach City Hall at (386) 671-8400.

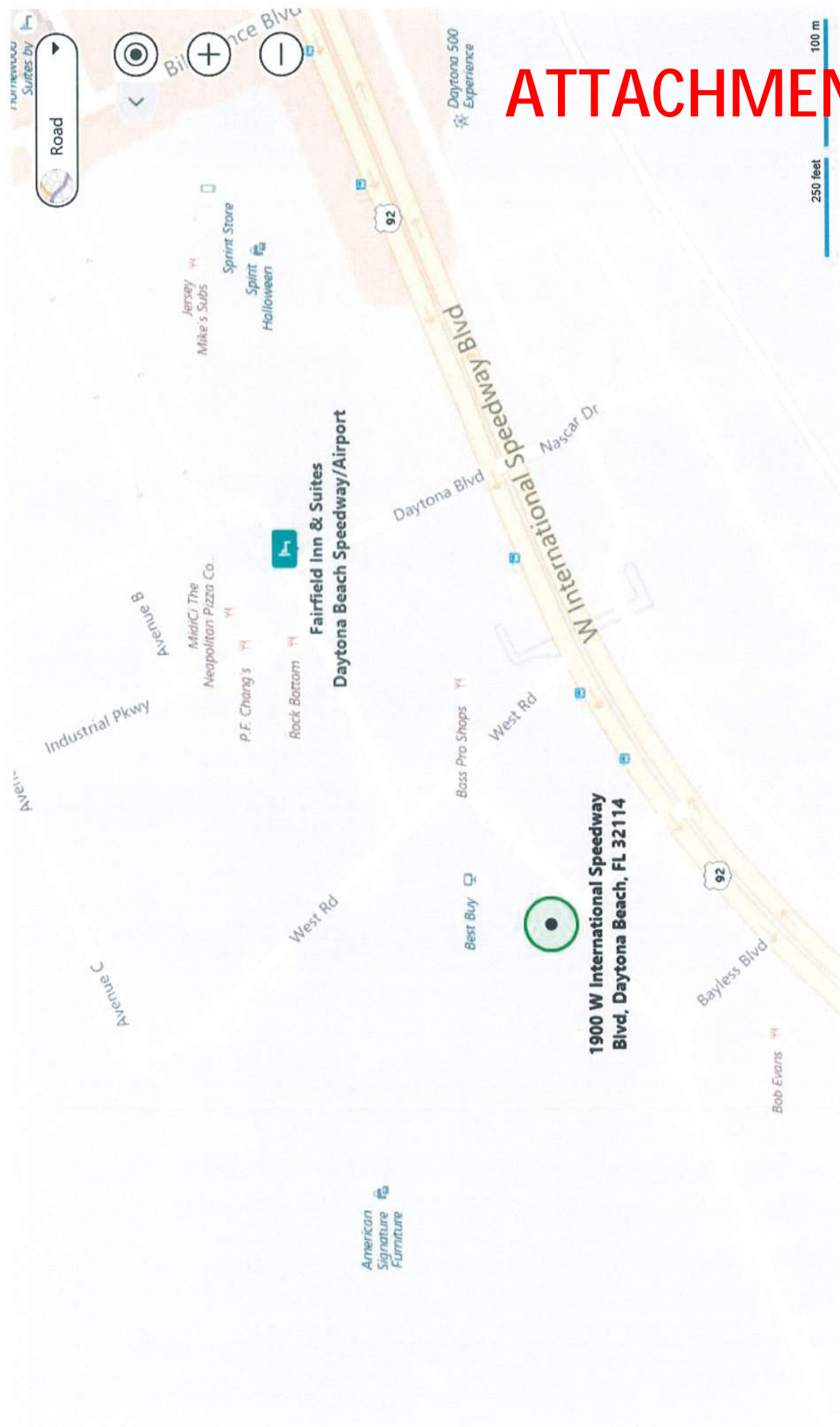
Sincerely,



*Monica Pomroy
Interplan LLC
Agent for Best Buy*

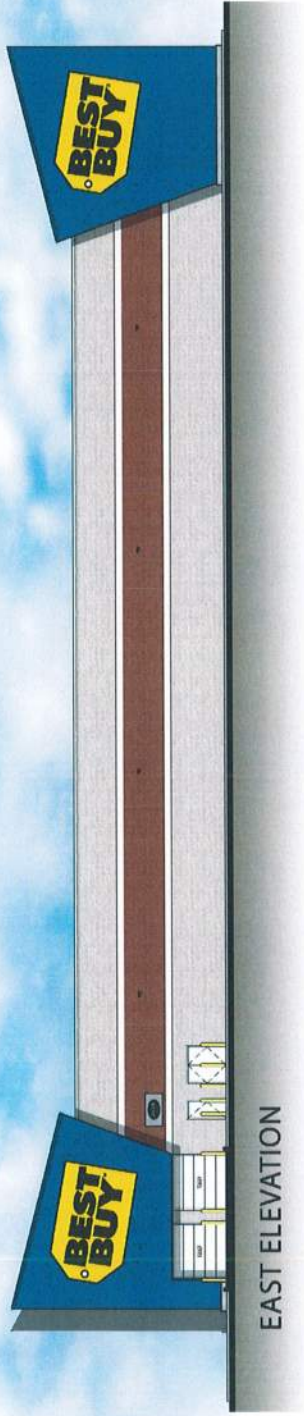
Enclosures: Vicinity Map
Proposed Renderings

ATTACHMENT B

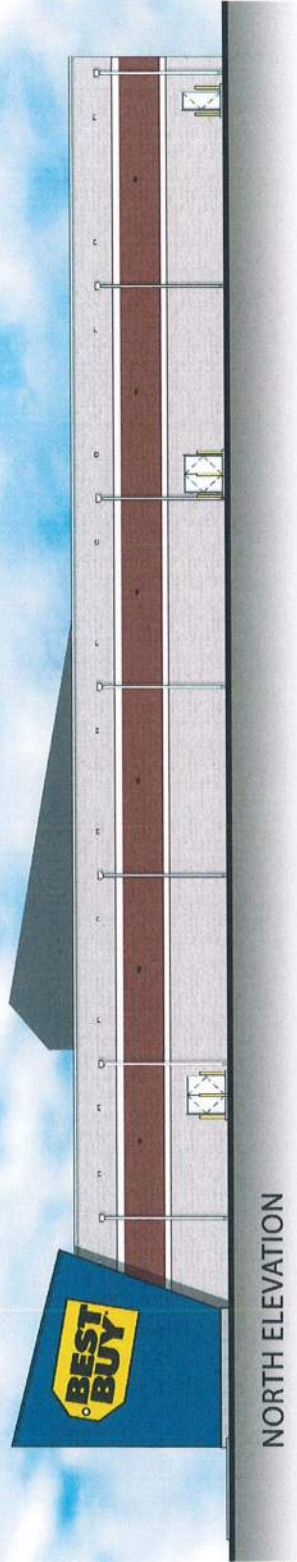


ATTACHMENT B

INTERPLANS
ARCHITECTURAL ENGINEERING - PROJECT MANAGEMENT - INTERIOR DESIGN
INTERPLAN, INC. 2017.0687
DATE: 06/15/18



EAST ELEVATION



NORTH ELEVATION

PROPOSED ELEVATIONS
NOT TO SCALE

BEST BUY

1900 W INTERNATIONAL SPEEDWAY BLVD
DAYTONA BEACH, FL 32114

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ATTACHMENT B



BEFORE



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Description: 300 Sq. Ft. Ticket, Blue Wedge

Customer: BBY: Best Buy
 Project No: 358106
 Date: 2/2/17
 Location: Daytona Beach, FL

Scale: NTS
 Drawn By: DB

Site No: BBY515

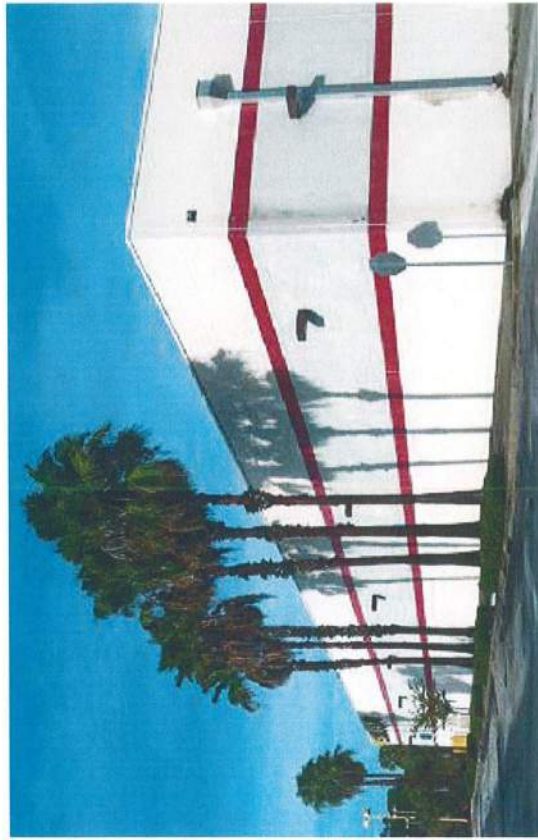
CUSTOMER SIGNATURE

DATE

LANDLORD SIGNATURE

DATE

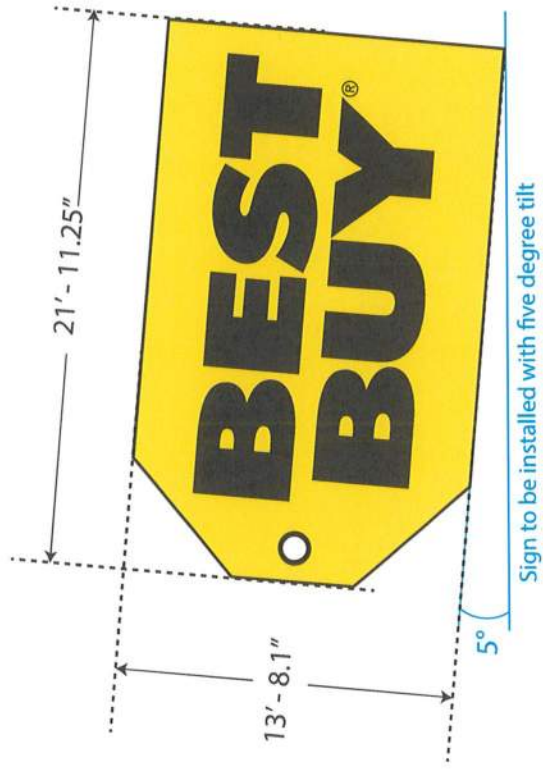
ATTACHMENT B



BEFORE



AFTER



Everbrite
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Drawn By: DB
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Revised:
Revised:

CUSTOMER SIGNATURE _____ **DATE** _____
LANDLORD SIGNATURE _____ **DATE** _____

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BELAN DUKE - WALK, INC. 407-234-3042
IN SUPPORT (UNDER AGMT W/ BARNEYS + NOBLES BLDG)