




# The CITY OF DAYTONA BEACH

—“THE WORLD’S MOST FAMOUS BEACH”—

## SUPPLEMENTAL MEMORANDUM

DATE: August 7, 2018

TO: James V. Chisholm, City Manager

FROM: Dennis Mrozek, AICP, Planning Director 

SUBJECT: Best Buy – Rezoning: Third Amendment, Planned Development-General (DEV2018-018)

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Representatives of the Best Buy retail facility located at 1900 W. ISB have requested an amendment to the Best Buy Planned Development Agreement to allow for additional wall signage on the existing Best Buy building. Currently, permitted wall signage includes a maximum 400 square foot (sf.) wall sign on the western elevation at the main entrance of the building. There is no request to change the permitted size of this sign. The western elevation faces the principal parking lot of the store. The Best Buy building view from US-92 is obscured or limited from view by site entry vegetation, road alignment and the out parcel, Barnes and Noble bookstore. With development of One Daytona at the eastern (rear) of the Best Buy building, the building is viewable from the One Daytona Road network and Bass Pro Shop. One Daytona and Bass Pro Shop are recent developments not anticipated by earlier versions of The Best Buy PD. The sign allowances granted to the Daytona International Speedway and the relative scale of the properties, across US-92 from Best Buy, also should not be overlooked.

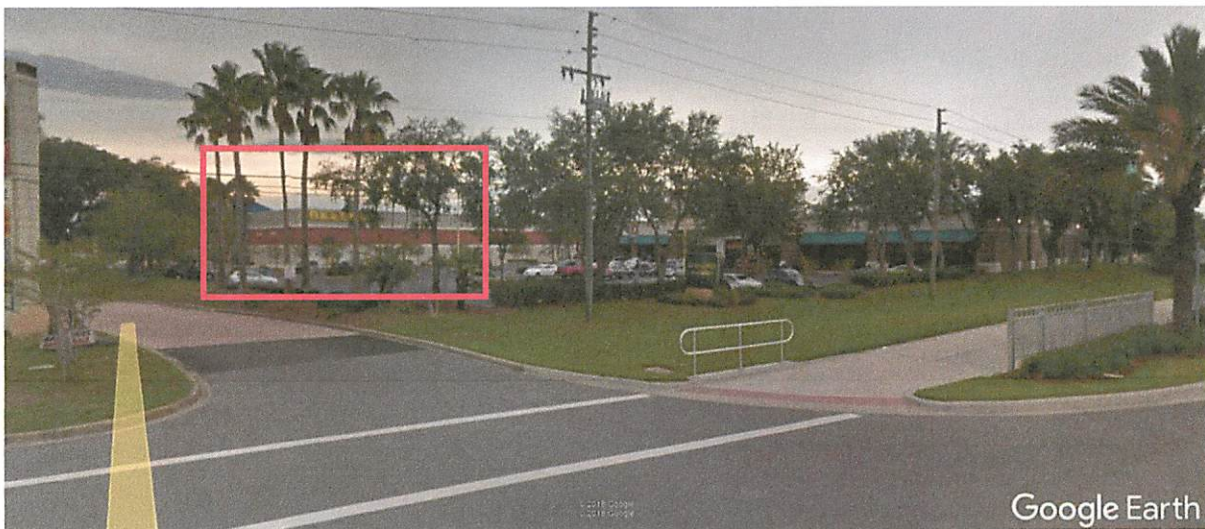
The current Best Buy PD Agreement also allows a maximum wall sign of 155 sf. on the southern (**US-92 view**) elevation. The request would increase the number of signs on the southern elevation from one to two and permit each sign to be a maximum 300 sf. The applicant is also requesting an additional wall sign on the eastern elevation (**One Daytona view**), also with a maximum sign area of 300 sf. The total permitted wall signage would increase from a maximum of 550 sf. to 1300 sf. The applicant has requested this change to allow site visibility and to maintain site comparability and visibility with more recent, proximate development.

In reviewing the application, staff has considered the location of the Best Buy building, its relationship to other sites and visibility of the Best Buy signage from W. ISB and in context with newer area signage. The attached Exhibit A shows an aerial view of the Best Buy building, as well as a Google street view. The Best Buy building is approximately 300 feet from the W. ISB

right-of-way and is primarily located behind the Barnes & Noble book store. Visibility of the Best Buy signage can be difficult, as shown in the street view attached. The increased signage request is in response to the unique building location, roadway configuration, area development patterns and the necessity to remain commercially visible and viable. In staff's opinion, the goals of Best Buy are supportive of City goals and objectives including maintenance of tax base, support of local business and advancement of local employment ratios. Accordingly, the staff supports the Best Buy request.



Aerial View



Street View