




The CITY OF DAYTONA BEACH

“THE WORLD'S MOST FAMOUS BEACH”

MEMORANDUM

DATE: October 9, 2018
TO: James V. Chisholm, City Manager
FROM: Dennis Mrozek, AICP, Planning Director 
SUBJECT: Beville Commercial - Rezoning, Planned Development-General (DEV2018-087)

A request by Jonathan A. Martin, P.E., Kimley-Horn & Associates, on behalf of Beville Investors, LLC, to rezone 3.7+/- acres of land located at 1401 Beville Road from Residential/Professional (RP) and Multifamily Residential-20 (MFR-20) to Planned Development-General (PD-G) for a phased commercial development which allows for the redevelopment of the eastern parcel into a 7-Eleven convenience store.

Proposed Modifications:

Landscaping

- *Scenic Thoroughfare Overlay (STO) District (Section 4.9.D)* – Modification requested to reduce the required STO landscape yard for Beville Road from 50' to 35'
- *Building Perimeter Landscaping (Section 6.4.C.2)* – Waiver requested to remove requirement for a continuous landscape area adjacent to the front sides of any proposed buildings within the development

Architecture

- *Applicability* – Modification request to require only the north and east elevations directly fronting a Major City Thoroughfare to comply with Section 6.12.C
- *Changes in Wall Planes* – Modification to reduce requirement for changes in wall planes from every 30' to every 40'
- *Multiple Roof Lines/Changes in Roof Lines* – Modification to reduce requirement for changes in roof plans from every 30' to every 45'

Signage

- *Maximum Number of Signs* – Request to allow a maximum of three (3) monument signs for the entire PD, two (2) of which are proposed as EMC signs for the eastern parcel.
- *Sign Area* – Modification request to allow 400 square feet of wall signs and 360 square feet of monument signs for the entire development.

- *Sign Type* – Modification requested to develop two (2) EMC monument signs on the eastern parcel, for the purpose of displaying gas prices
- *Site Acreage for EMC Sign* – Waiver requested to permit EMC signs on a site with less than eight contiguous acres and less than 650' contiguous feet of frontage on an arterial street
- *Required EMC Distance from Single-Family Dwelling* – Waiver requested to permit an EMC sign within 1000 linear feet of a conforming single-family detached dwelling
- *Maximum Number of EMC Signs* – Modification requested to increase the number of permitted EMC signs from one sign/development or contiguous parcel of property to a total of two signs for the development
- *Additional Signage on Sign Cabinet* – Waiver requested to allow greater than 15% of additional sign area on the sign cabinet to the proposed EMC signs

At the September 27, 2018 Planning Board meeting an email from Ann Ruby was distributed to the Board members informing them of her recollection of the neighborhood meeting for this project (*Attachment A*). The Board recommended approval 5-to-0. Staff supports the Planning Board recommendation to the City Commission.

The first reading will be heard before the City Commission on November 7, 2018 and the Public Hearing for adoption is tentatively scheduled for November 21, 2018 and will run concurrent with the adoption of the Small Scale Comprehensive Plan Amendment.

Pulaski, Marianne

To: Mrozek, Dennis
Subject: RE: DIM re Corner of Beville Rd and Clyde Morris

-----Original Message-----

From: Anne Ruby [<mailto:aeruby@gmail.com>]
Sent: Saturday, August 18, 2018 4:43 AM
To: Mrozek, Dennis <MrozekDennis@CODB.US>
Cc: Amy McCook <amy@equinox-development.com>
Subject: DIM re Corner of Beville Rd and Clyde Morris

Hi,

I attended the Developer Initiated Meeting (DIM) on July 31 for the rezoning of the southwest corner of Beville Rd and Clyde Morris. I'm looking in eTrakIT and I don't see the results of that—I could just be missing it.

In any case, one of the big concerns from the residents of Shangri-La was the access from Clyde Morris. That access is right across the street from the north entrance to Shangri-La and is in the direct path of southbound traffic that comes "flying over the hill" on Clyde Morris.

The residents requested that the developer create an access lane for the Clyde Morris entrance. The developer team expressed concerns that the East/West grade would make creation of an access lane difficult but they did agree to consider it. An access lane could also be useful for the bus stop.

As I recall, they were also going to consider a request that the exit onto Clyde Morris be right turn only. That seems to me that drivers who wanted to go left on Clyde Morris would simply go right and take their first left into the south entrance to Shanghai-La then drive through the neighborhood to exit on the north bound side of Clyde Morris.

Finally, and not necessarily related to this project, it seems to me that there needs to be a traffic light at the south entrance to Shanghai-La, which is directly across Clyde Morris from the entrance to Pine Lakes(?). Cars are coming pretty fast around a curve at that intersection and it's a little scary.

I hope the concerns of the residents will be taken into consideration.

Thank you,

Anne

Anne Ruby

617-223-1094

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