




The CITY OF DAYTONA BEACH

“THE WORLD'S MOST FAMOUS BEACH”

MEMORANDUM

DATE: February 12, 2019
TO: James V. Chisholm, City Manager
FROM: Dennis Mrozek, AICP, Planning Director 
SUBJECT: O'Connor Capital – Rezoning to Planned Development-General (DEV2018-074)

A request by Robert A. Merrell III, Esquire, Cobb Cole, on behalf of property owners Consolidated-Tomoka Land Co. and the State of Florida Department of Transportation (DOT), and O'Connor Capital Partners, LLC (developer) to rezone 214.6± acres of land located at the northeast corner of I-95 and LPGA Boulevard from “County” zoning to Planned Development-General (PD-G) to develop a mixed-use project that will include commercial, residential, and industrial uses.

Proposed Modifications:

Architecture

- *Changes in Wall Planes* – Waiver from requirement that buildings greater than 200' wide must have a three-foot projection or recess no less than every 50'.
- *Window Coverage* – Waiver from requirement that windows shall make up at least 15% of a wall.
- *Changes in Rooflines* – Waiver from requirement that roofs shall have multiple rooflines if the building is more than 30' wide.
- *Screening* – Waiver from requirement that dumpsters and mechanical equipment, such as air conditioners and compressors, shall be screened from public view and that the screening design shall be compatible with and part of the building design.
- *Truck Court Screening* – Waiver from requirement that loading docks and garage doors located along a Major City Thoroughfare shall be screened using architectural features.

Note: the requested architecture modifications are only applicable to industrial uses on the property.

Fencing

- Modification to increase the maximum fence height for industrial uses from 6' to 9'.

Landscaping

- *Palm Trees* – Modification to allow one (1) Phoenix palm, with a minimum height of 20' and a minimum clear trunk of 6', to count as to one (1) shade tree.
- *Building Perimeter Landscaping* – Modification to allow at least one (1) tree/building side and no more than 100 lineal feet between trees.
- *Interior Landscaping* – Modification to cluster and/or relocate required interior landscaping, such as building perimeter, drive aisle, and parking area landscaping, for industrial uses.

Parking

Modification to allow a total of 0.5 spaces/1000 sf of building area for industrial uses.

Signage

- *Maximum Ground Sign Height* – Request to allow the following sign heights:
 - Two (2) 85' tall pylon/pole signs along I-95
 - Four (4) 45'-tall entrance monument signs along for the four (4) access points
 - 25'-tall monument signs in various locations shown in *Attachment C*
 - 15'-tall monument signs for the remainder of the lots not designated with signage
 - 8'-tall monument signs for outparcels K – O
- *Maximum Ground Sign Area* – Request to allow the following sign areas:
 - 1490 sf/side for two (2) proposed 85'-tall pylon/pole signs
 - 1080 sf/side for the four (4) 45'-tall entrance monument signs
 - 330sf/side for the 25'-tall monument signs
 - 170 sf/side for the 15'-tall monument signs
 - 120 sf/side for the 8' outparcel monument signs
- *Maximum Building/Wall Sign Area* – Request to allow the following maximum wall sign areas:
 - 700 sf for large format signs on buildings greater than 40,000 sf
 - 500 sf for large format signs on buildings less than 40,000 sf
 - 300 sf for outparcel

At the Planning Board meeting on January 24, 2019, Hannah Ward, Planner for the City, handed out a revised aerial map depicting the correct boundaries of the project and attached is a corrected map series (*Attachment A*) for the project. The applicant, Robert Merrell, handed out a memorandum (*Attachment B*) to clarify the wall sign area. The Planning 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 March 6, 2019 and the Public Hearing for adoption is tentatively scheduled for March 20, 2019.

LOCATION MAP

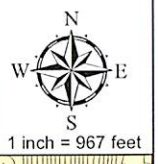
ATTACHMENT A



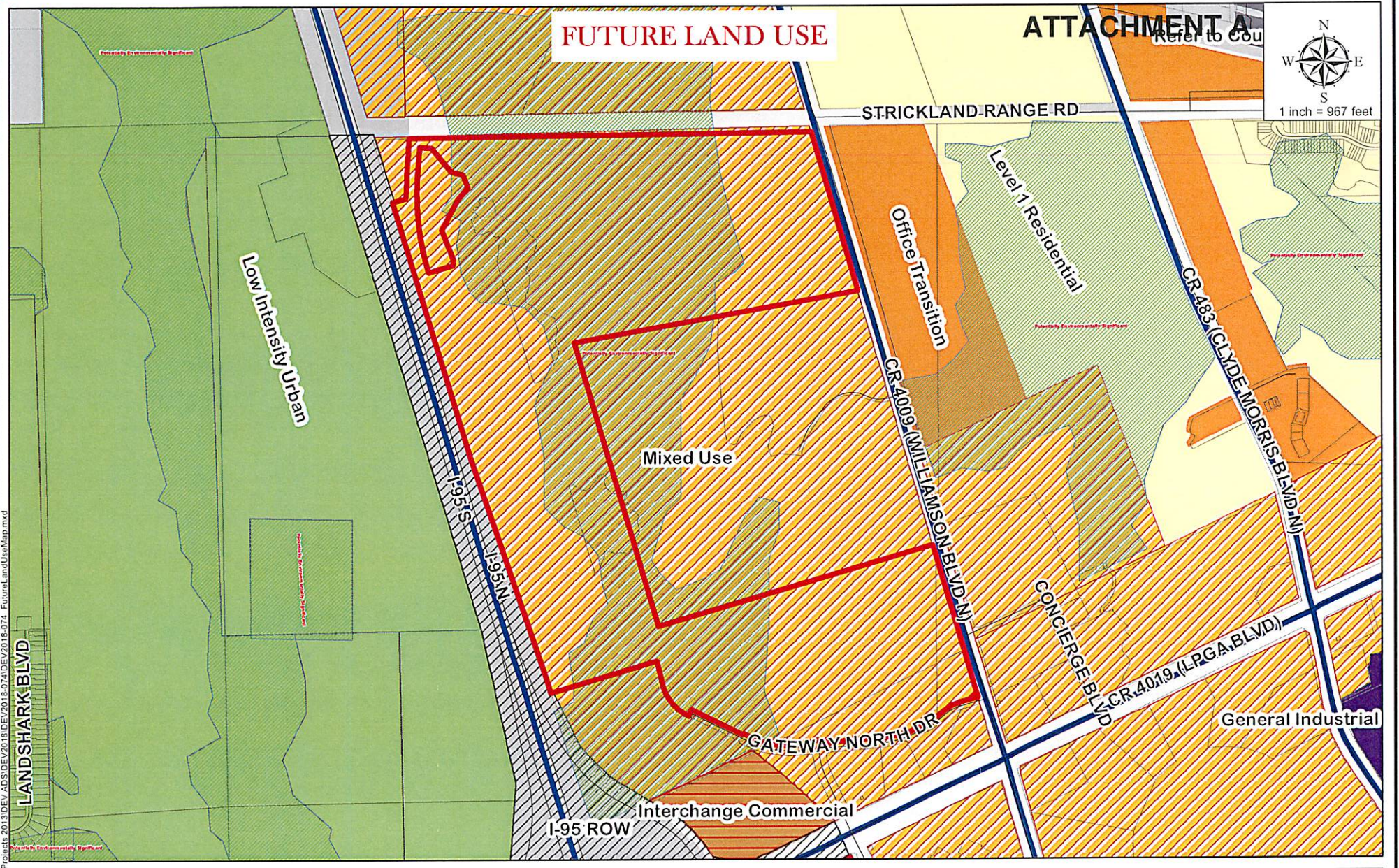
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DEV2018-074 O'CONNOR CAPITAL
 PLANNED DEVELOPMENT - GENERAL (PD-G) REZONING
 REZONING LOCATION MAP





FUTURE LAND USE



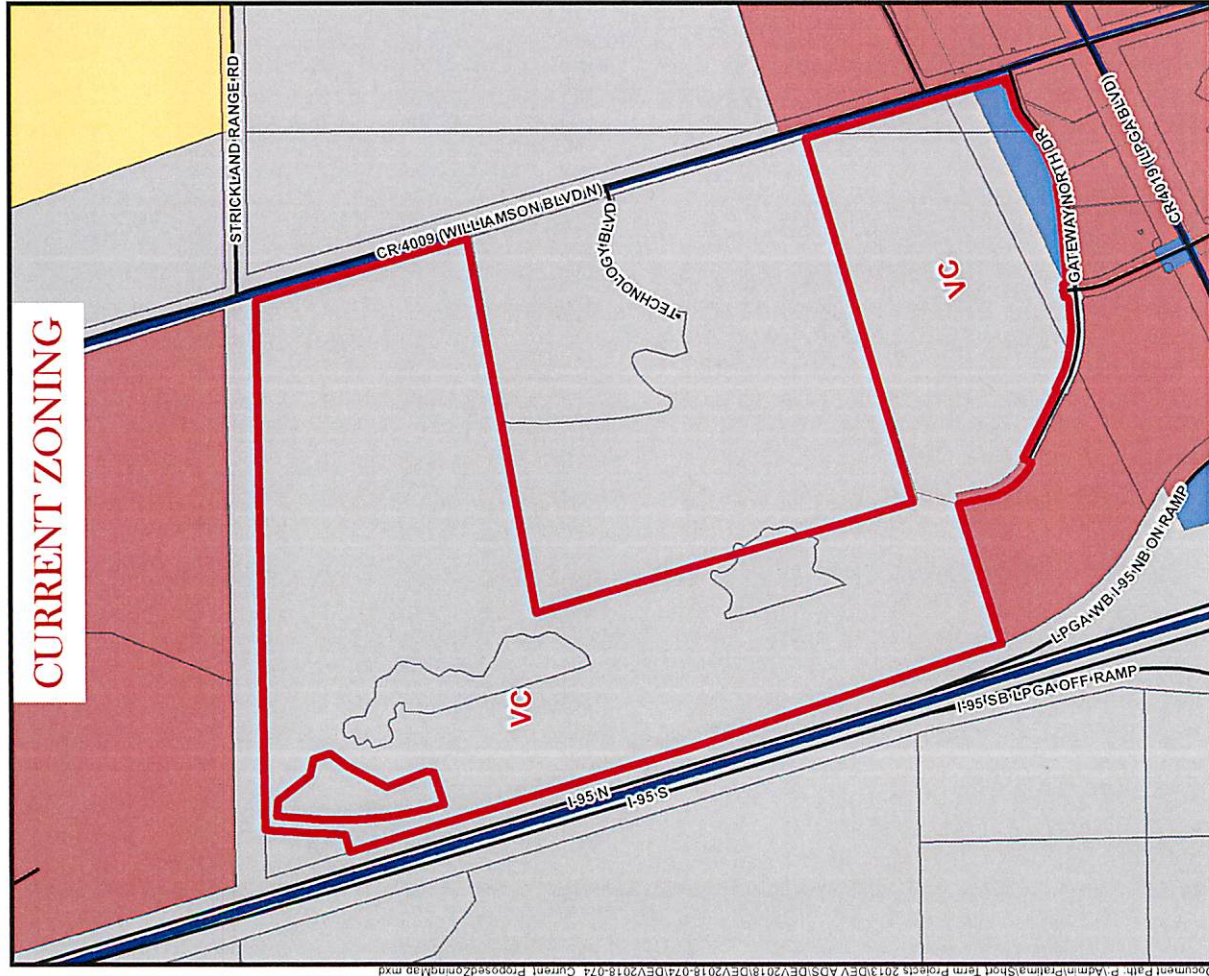
Document Path: P:\Admin\Pratima\Short Term Projects\2013 DEV ADS\DEV2018-074\DEV2018-074 Future Land Use Map.mxd



DEV2018-074 O'CONNOR CAPITAL
PLANNED DEVELOPMENT - GENERAL (PD-G) REZONING
FUTURE LAND USE MAP

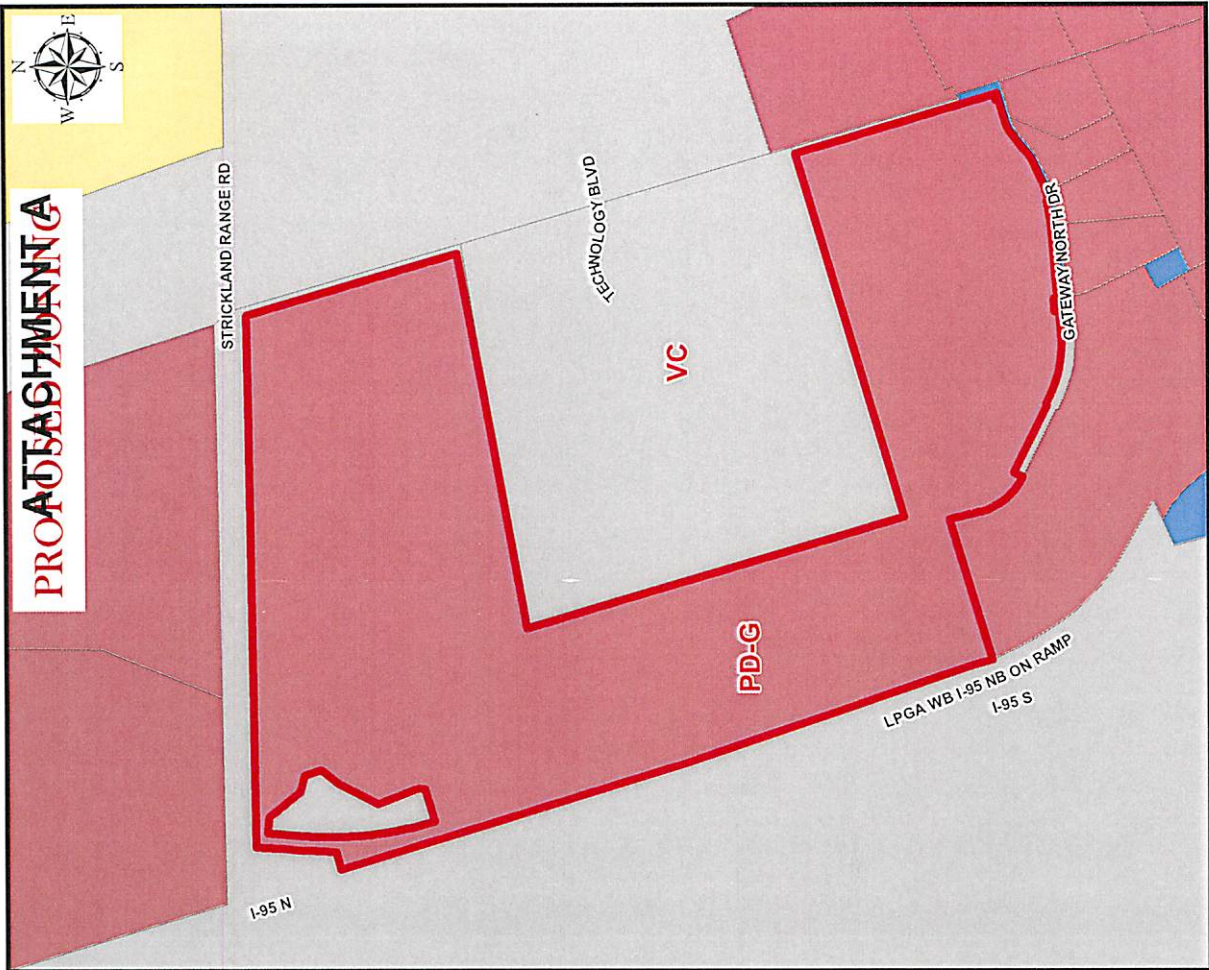
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CURRENT ZONING



1 inch = 1,042 feet

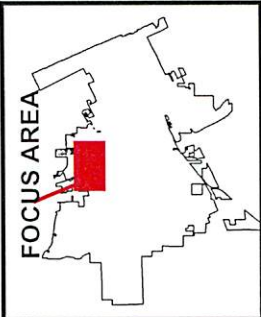
PROPOSED ZONING



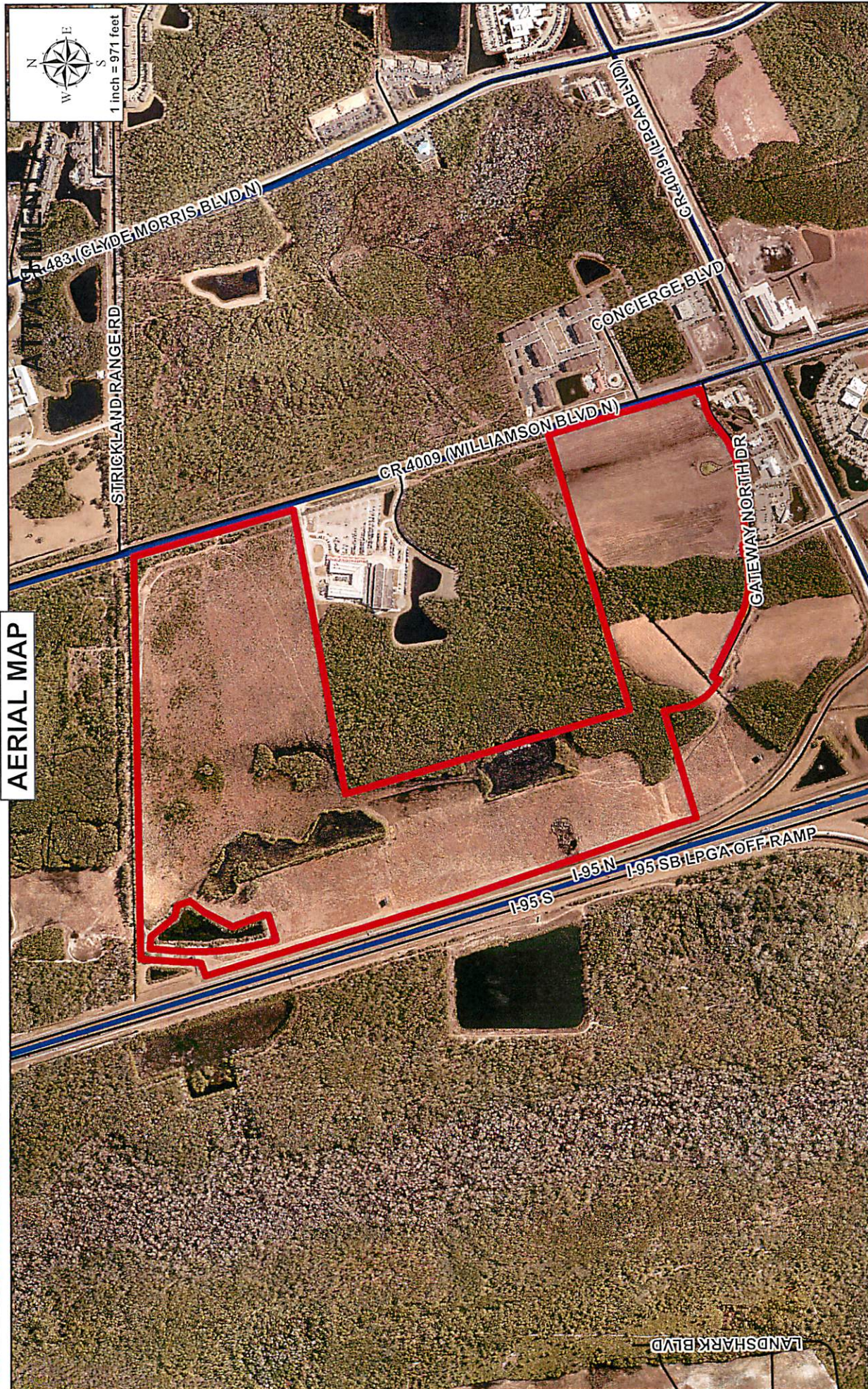
1 inch = 1,042 feet



DEV2018-074 O'CONNOR CAPITAL
 PLANNED DEVELOPMENT - GENERAL (PD-G) REZONING
 REZONING ZONING MAP



AERIAL MAP



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DEV2018-074 O'CONNOR CAPITAL PLANNED DEVELOPMENT - GENERAL (PD-G) REZONING REZONING AERIAL MAP





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Memorandum

To: City of Daytona Beach

From: Robert Merrell

Date: January 24, 2019

Client/Matter #: O'Connor Capital Partners PD-G Rezoning

Subject: Maximum Building/Wall Sign Area by Sign Type

As requested, this memorandum sets forth our understanding of the maximum building and wall sign area by sign type for the O'Connor Capital Partners PD-G Rezoning application. Please find the maximum sign areas for the proposed signage below:

- Large Format Signs, Buildings Greater Than 40,000 sf – Twice the lineal frontage of the building, with a maximum of 700 square feet.
- Large Format Signs, Buildings Less Than 40,000 sf – Twice the lineal frontage of the building, with a maximum of 500 square feet.
- Outparcel Signs – Twice the lineal frontage of the building, with a maximum of 300 square feet.