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Mr. Steven Spraker, AICP
Planning Director
Planning Department
22 South Beach Street
Ormond Beach, Florida 32174

***Re: Ormond Central Unit 1 Self-Storage / PBD Major Amendment
Modifications to Ormond Central Planned Business Development (PBD)***

Dear Steven:

This office represents Dunamis Development, the developer for the above-referenced self-storage project. As you know, our client is proposing a modification for the Ormond Central PBD to allow a self-storage facility on Unit 1 in lieu of permitted higher intensity commercial uses. The property was originally zoned B-9 (Boulevard Zoning District), but the property entitlements were changed to planned development in late 2017. The adopted Ormond Central PBD approved several high intensity commercial uses for the property, such as retail and restaurants, which are appropriate uses for the SR 40 commercial corridor, but they can have an adverse effect on neighboring residents. Unlike other commercial uses, the proposed self-storage facility will have little to no traffic or noise. These types of projects do not create major new demands, as they do not attract new and out of area residents but rely solely on existing residents. In this case, there will be a huge reduction in traffic and potential impacts. To put it simply, this a much better project for surrounding neighbors than currently permitted.

The developer is requesting the following modification to the existing Ormond Central Planned Development:

1. Permit the development of a 106,140 square foot self-storage facility on Unit 1 and restrict the commercial floor area permitted for all remaining Units to a maximum of 25,000 square feet.

In addition, the developer is offering the following public benefits, which are above and beyond the public benefits included in the Ormond Central PBD:

1. Removed permitted right-in portion of the site driveway for Unit 1 and incorporate additional wall along Old Kings Road for portion of removed driveway.

2. Limited hours of operation for self-storage facility from 9:00 A.M. to 6:00 P.M., and customers will only be able to access the facility during non-business hours from 6:00 A.M. to 10:00 P.M. 24-hour access will be prohibited.
3. Incorporated bus shelter as part of Unit 1 self-storage facility development.
4. No illuminated signage along Old Kings Road.
5. Incorporated 30-foot landscape buffer along Old Kings Road, which will include seven 6-inch caliper, 20-foot-tall oak trees.
6. Incorporated office-style architectural treatment to the self-storage facility.
7. Incorporated a 60-foot building setback along Old Kings Road in lieu of 30-foot building setback required by Ormond Central PBD.
8. Incorporated an 80-foot building setback along SR 40 in lieu of 60-foot building setback required by Ormond Central PBD.
9. Incorporated a 30-foot landscape buffer area with large plantings along Old Kings Road in lieu of standard 10-foot landscape buffer required by Ormond Central PBD.
10. Incorporated more planting for frontage landscape buffer along SR 40 in lieu of the requirements of the Ormond Central PBD.
11. Reduced permitted building height of 45 feet within Ormond Central PBD to a 37-foot building height with 39-foot, 6-inch height for architecture embellishments, roof treatments, and air conditioning units.

All other Ormond Central PBD limitations on truck traffic, signage, etc. will remain requirements for the self-storage facility. There will be no delivery or service truck traffic for the project, and the site has been designed to only accommodate the size of an emergency vehicle. No commercial activity other than residents dropping off personal items will be permitted on site.

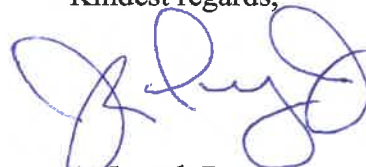
As you know, most properties along the SR 40 corridor have a commercial zoning that permits higher intensity uses, which means they have a greater traffic generation and road network impacts. This property is no different. The Ormond Central PBD concept plan approved for Unit 1 shows a 24,000 square foot shopping center/retail end user, which could be changed to a restaurant with drive thru without any input from the public or hearings. The proposed 106,000 square foot self-storage facility, on the other hand, will result in a 90% traffic reduction for Unit 1. The reason for the reduction is very simple: self-storage facilities make great neighbors. The use is quiet and does not generate additional trips on the wider road network. The only visitors will be existing residents. On the other hand, higher intensity commercial uses, such as restaurants and retail, are modeled around customer turnaround, which creates higher demands and attracts new and out of area residents. Size is not a major factor for many high intensity commercial uses, which is why floor area ratio can be misleading if you want to understand the impact of a project.

As for project aesthetics, the goal was to incorporate an office design that blends with the surrounding community. The developer was quick to get back to the drawing board once we received neighborhood feedback about the project design. First, the building has been reduced from 45-feet to 37-feet with roofline features that reach a few feet higher, which is in line with the height of most two-story homes. This is lower than the 45-foot height permitted in the Ormond Central PBD. Second, the self-storage building is set back much further along Old Kings Road (i.e., 60-feet) and SR 40 (i.e., 80-feet) than would otherwise be required in the Ormond Central PBD. The developer has also agreed to add seven 6-inch caliper, 20-foot-tall oak trees along Old Kings Road. Third, the project incorporates an office feel to better blend with other office buildings along SR 40. Folks also need to keep in mind that the building and additional landscaping will be an excellent screening for noise and visual impacts from SR 40 and the other commercial development within the Ormond Central PBD.

Clearly, this project will be a great neighbor. The project will have far less impact to surrounding residents when compared to a commercial build-out of the existing entitlements. The overall traffic trip generation will dramatically drop when compared to other possible retail and restaurant type uses on site. The additional landscaping and building setbacks will ensure that the project blends with the community. As you know, the current property owners have a great reputation within the community, and I can assure you that both the property owners and the developer have worked tirelessly to make this development the best it can be for the neighbors. In fact, the last round of revisions for the project were a direct result of listening to feedback from the neighbors.

Please let me know if you need anything further for this request.

Kindest regards,



A. Joseph Posey

GDS/ajp