



# The CITY OF DAYTONA BEACH

—“THE WORLD’S MOST FAMOUS BEACH”—

## MEMORANDUM

DATE: August 15, 2017  
TO: James V. Chisholm, City Manager  
FROM: Reed Berger, AICP, Redevelopment Director  
SUBJECT: Public Use Permit – Ocean Center Electronic Message Center Sign  
(DEV2017-033)

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A request by James Wachtel, President, Djdesign Services Inc., on behalf of Volusia County, for approval of a resolution for a Public Use Permit to allow an Electronic Message Center (EMC) sign to be located at the Ocean Center, 101 N. Atlantic Avenue.

Volusia County plans to replace and upgrade its existing EMC sign located midway between Auditorium Boulevard and Earl Street along the A1A frontage directly west of the Hilton Hotel. Several modifications of the Land Development Code’s EMC standards found in §6.10.J.6 have been requested as part of this request.

### Modifications Requested

- A. Reducing the required minimum contiguous linear street frontage from 650 linear feet to 580 linear feet. § 6.10.J.6.b.ii, LDC.
- B. Allowing the electronic message center sign to be a pole sign instead of a monument sign and permitting the maximum height to be 39 feet instead of 8 feet. § 6.10.J.6.b.vi, LDC.
- C. Allowing the display screen area to constitute 61% of the sign cabinet instead of 50%. § 6.10.J.6.b.viii, LDC.
- D. Permitting an increase in the sign cabinet area from a maximum of 360 square feet to 512 square feet. § 6.10.J.6.b.ix, LDC.
- E. Permitting additional signage on the cabinet, not to exceed 21.8% of the sign cabinet size, instead of 15%. § 6.10.J.6.b.x, LDC.
- F. Waiving the landscaping requirements of Section 6.10.J.7. § 6.10.J.6.b.xi, LDC.

G. Allowing sign copy to change only at intervals of not less than 10 seconds, instead of 60 seconds. § 6.10.J.6.b.xiii, LDC.

H. Permitting graphics to be displayed. § 6.10.J.6.b.xiv, LDC.

I. Allowing multiple background colors on the display screen instead of one single solid color. § 6.10.J.6.b.xix, LDC.

J. Permitting off-site advertising of events at Peabody Auditorium and other facilities owned by the City of Daytona Beach. § 6.10.J.6.b.xx, LDC.

City Staff finds that the sign is necessary and all other criteria for electronic message center signs and public use permits as set forth in Article 3.4.H and Article 6.10.J.6, LDC is satisfied.

At the July 27, 2017 Planning Board Meeting, the Board recommended approval 6-to-0. Staff supports the Board's recommendation.