

Planning Board
Draft Minutes

The City of Daytona Beach

Planning Board Meeting
July 27, 2017

(Excerpts from the July 27, 2017 Planning Board Meeting)

10. **Public Use Permit – Ocean Center EMC – DEV2017-033**

Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff report which is included as part of the packet. Mr. Berger stated the existing sign has been in place since the original construction of the Ocean Center. Mr. Berger stated there have been architectural updates to the Ocean Center and the proposed sign will be more in line with the new style of the building. Mr. Berger stated a number of waivers have been requested by Volusia County which are outlined in the staff report and that the waiver for modification of minimum setback is no longer needed.

Applicant's Presentation:

James Wachtel, Djdesign, the applicant, stated the original sign was built in the 1980's and the request is to incorporate the latest technology and place a sign that will enhance the new architecture. Mr. Wachtel stated there has been discussion about advertising other sites, such as the Peabody Auditorium and Daytona Lagoon, on the Ocean Center sign since that has been done in the past.

Clay Ervin, 123 W. Indiana Avenue, Volusia County, stated Volusia County is wanting to be a good neighbor and is willing to let the Peabody and Daytona Lagoon use the message center if the code allows.

Mr. Berger stated if it is ok with the Planning Board, staff has no objection to the Peabody advertising on the message center.

Ms. Avallone stated off-site advertising will need to be identified as a modification.

Public Comments:

There were no public comments.

Board Motion:

A motion was made by Mr. Hurt, seconded by Mr. Servance, to approve Public Use Permit – Ocean Center EMC – DEV2017-033, in accordance with the staff report as presented, and noting that the Planning Board has no objections to off-site advertising. The motion carried unanimously (6-0).