

RESOLUTION NO. 17-

A RESOLUTION APPROVING A PUBLIC USE PERMIT TO ALLOW AN ELECTRONIC MESSAGE CENTER SIGN FOR THE OCEAN CENTER LOCATED AT 101 NORTH ATLANTIC AVENUE; WAIVING CERTAIN PROVISIONS OF ARTICLE 6, SECTION 6.10.J.6., LDC, RELATING TO ELECTRONIC MESSAGE CENTER SIGN CRITERIA; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the County of Volusia proposes to upgrade its existing electronic message center sign located at 101 North Atlantic Avenue, commonly known as the Ocean Center; and

WHEREAS, the property is currently zoned RDB-8 (Redevelopment Beachside – Entertainment/Mixed Use) and is subject to a public use permit approved by Resolution No. 82-79, as amended by Resolution No. 97-475; and

WHEREAS, the operation of an electronic message center sign and requested waivers by the County for certain electronic message center sign criteria requires the issuance of a public use permit; and

WHEREAS, there is a public need for the electronic message center sign in order to relay government messages efficiently to the public; and

WHEREAS, the Planning Board recommends approval.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DAYTONA BEACH, FLORIDA:

SECTION 1. The City Commission hereby approves the public use permit for an electronic message center sign on County-owned property located at 101 North Atlantic Avenue, as

more particularly described in the attached exhibit and incorporated herein.

SECTION 2. The City Commission finds that the sign is necessary to relay government messages efficiently to the public and that the proposed request meets 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.

SECTION 3. The City Commission specifically waives or partially waives the following subsections of Article 6, Section 6.10.J.6.b, LDC:

- 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.

SECTION 4. A Public Hearing at 6:00 p.m., Wednesday, September 6, 2017, in

Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida, after notice provided, is deemed to comply with the LDC.

SECTION 5. This Resolution shall take effect immediately upon its adoption.