



The CITY OF DAYTONA BEACH

“THE WORLD'S MOST FAMOUS BEACH”

MEMORANDUM

DATE: July 14, 2017

TO: James V. Chisholm, City Manager

FROM: ^{RW} Richard Walton, AICP, Planning Director

SUBJECT: Fifth Amendment to the Daytona Beach Kennel Club Planned District Agreement (DEV2017-052)

A request by Robert A. Merrell III, Esq., Cobb Cole, on behalf of Daytona Beach Kennel Club, Inc. for approval to amend the Daytona Beach Kennel Club PD Agreement for the property located at 960 S. Williamson Boulevard to allow for an increase in the frequency of change of the sign copy on the existing electronic message center (EMC) sign, from 60 seconds to 10 seconds.

Attached is a spreadsheet showing projects within the City and the current EMC sign copy change allowed per the planned district agreements.

At the July 27, 2017 Planning Board meeting, the Board recommended approval of the rezoning request 6-to-0. Staff supports the Planning Board recommendation to the City Commission.

EMC'S

PROJECT		SIGN COPY INTERVALS	DISPLAY AREA
ERAU	CSP, DEV2014-173	60 secs	160 sq. ft.
BCU	CSP, DEV2013-102	60 secs	120 sq. ft.
Bellaire Plaza	CSP, DEV2014-107	60 Secs	332.7 sq. ft.
Daytona Int Speedway	CSP, DEV2015-040	30 seconds static content, activity periods allow video content	900 sf per sign up to 45,000 sf. total
Volusia Mall	CSP, DEV2014-055	60 seconds	700 sq. ft.
Auto Mall	PD amend, DEV2013-039	60 seconds per old LDC	1220 sq. ft.
Tangers	PD, DEV2014-166	60 seconds per new LDC	770 sq. ft.
WAWA 120 S Ridgewood	PD, DEV2016-027	"that change at most once per day"	97 sq. ft.
DBKC	DEV2010-069	60 seconds	194.6 sq. ft.