

Agenda Item 8 (Quasi-Judicial Hearing)

Rezoning Amendment – Planned Development-General

Fifth Amendment

DEV2017-052

Daytona Beach Kennel Club PD-G

STAFF REPORT

DATE: July 27, 2017

TO: Planning Board Members

FROM: Hannah Ward, Planner

PROJECT REQUEST

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 EMC sign, from 60 seconds to 10 seconds.

PROJECT LOCATION

The 38± acre property is generally located at the southwest intersection of Williamson Boulevard and Bellevue Avenue, between South Williamson Boulevard and Interstate 95. The property and its adjacent Future Land Use (FLU) and Zoning classifications are illustrated in the following table and the attached map series.

Table 1: Land Use and Zoning Table

	Existing Uses	Future Land Use Designation	Existing Zoning Classification
Site	Daytona Beach Kennel Club and Poker Room	Mixed Use	Planned Development-General (PD-G)
North	Daytona Beach International Airport	Public/Semi-Public (PSP)	AP (Airport)
South	Vacant Undeveloped	County Land Use	County Zoning
East	Vacant Undeveloped	Mixed Use	M-3 (General Industrial)
West	Daytona Flea & Farmer’s Market	County Land Use	County Zoning

PROJECT DESCRIPTION

The original Daytona Beach Kennel Club Planned Development Agreement was approved by the Daytona Beach City Commission on February 7, 2007. Since then, four amendments to their PD agreement have been approved by The City Commission. Out of the four amendments that have been approved, two have related to signage.

- On December 19, 2007, The City Commission approved the First Amendment to the DBKC PD Agreement to allow for expansion of the existing facility.
- On March 16, 2011 The City Commission adopted an ordinance amending the Land Development Code to allow for Electronic Message Center signs. The approved ordinance permitted EMCs for certain uses and in certain zoning districts, subject to the standards and conditions in the LDC that relate to their design, construction, location, and operation, but excepting those EMC's specifically permitted in an approved comprehensive sign plan or planned development agreement.
- On August 17, 2011, The City Commission approved the Second Amendment to the DBKC PD Agreement to allow for an Electronic Message Center sign.
- On July 14, 2014, The City Commission approved the Third Amendment to the DBKC PD Agreement to allow for static graphics and multiple colors on the existing EMC sign.
- On March 16, 2016, The City Commission approved the Fourth Amendment to the DBKC PD Agreement to allow for a solar energy collection system.

The applicant is now requesting a fifth amendment to the current Daytona Beach Kennel Club Planned Development Agreement to increase the frequency of change of the sign copy on the existing EMC sign, from 60 seconds to 10 seconds.

PROJECT ANALYSIS

Section 6.10.J.6 of the Land Development Code contains the criteria required for approval of an Electronic Message Center sign. The LDC currently requires that sign copy on an Electronic Message Center sign change at intervals of no less than 60 seconds. The applicant is requesting to waive this requirement to increase the interval at which the sign copy changes to 10 seconds.

The applicant has provided supporting evidence in *Attachment A* to reflect that an increase in the frequency of change of the sign copy on the Daytona Beach Kennel Club's current EMC sign will be consistent with existing EMC regulations throughout the country. In addition, the supporting evidence in *Attachment A* has provided conclusions from a number of studies to reflect that an increase in the frequency of change of sign copy on billboards will not have an adverse impact on traffic safety.

Site-Specific Zoning District Map Amendment Review Standards

Article 3 – Review Procedures, Section 3.4.D – Site-Specific Zoning District Map Amendment Review Standards, of the Land Development Code (LDC) states that in determining whether to adopt or deny a proposed Site-Specific Zoning District Map Amendment, The City shall consider the following:

a) Whether the applicant has provided, as part of the record of the public hearing on the application, competent substantial evidence that the proposed amendment:

i. Is consistent with and furthers the goals, objectives, and policies of the comprehensive plan and all other applicable City-adopted plans;

The proposed amendment does not conflict with the goals, objectives, and policies of the Comprehensive Plan.

The City's TRT has reviewed the PD Amendment request and found it to be consistent with the City's Comprehensive Plan.

ii. Is not in conflict with any portion of this Code;

The applicant is requesting to waive one of Land Development Code's current regulations regarding EMC signs, to provide for an increase in the frequency of change of the sign copy on their existing EMC sign, from 60 seconds to 10 seconds. Section 6.10.J.b.xiii of the LDC reads as follows:

- *Sign copy may change only at intervals of not less than 60 seconds. Continuous scrolling, animation, or flashing of lights is prohibited.*

iii. Addresses a demonstrated community need;

Not Applicable.

iv. Is compatible with existing and proposed uses surrounding the subject land, and is the appropriate zoning district for the land;

The City's TRT has reviewed the PD Amendment request and found it to be acceptable.

The applicant has conducted a neighborhood meeting as required by the Land Development Code. A summary of the neighborhood meeting prepared by the applicant is attached (*Attachment B*).

v. Would result in a logical and orderly development pattern;

Standards established in the PD Agreement and The City's Land Development Code have resulted in a logical orderly development pattern for the subject property.

vi. Would not adversely affect the property values in the area;

Staff does not have any indication that the proposed amendment will have an adverse impact on the property values in the area.

vii. Would result in development that is adequately served by public facilities (roads, potable water, wastewater, solid waste, storm water, schools, parks, police, and fire and emergency medical facilities); and

The City's TRT has reviewed the PD Amendment request and found it to be acceptable.

viii. Would not result in significantly adverse impacts on the natural environment—including, but not limited to, water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment; and

Staff does not anticipate any adverse environmental impacts with the approval of this amendment proposal.

b. If the applicant demonstrates that the proposed amendment meets the criteria in subparagraph [a] above, whether the current zoning district designation accomplishes a legitimate public purpose.

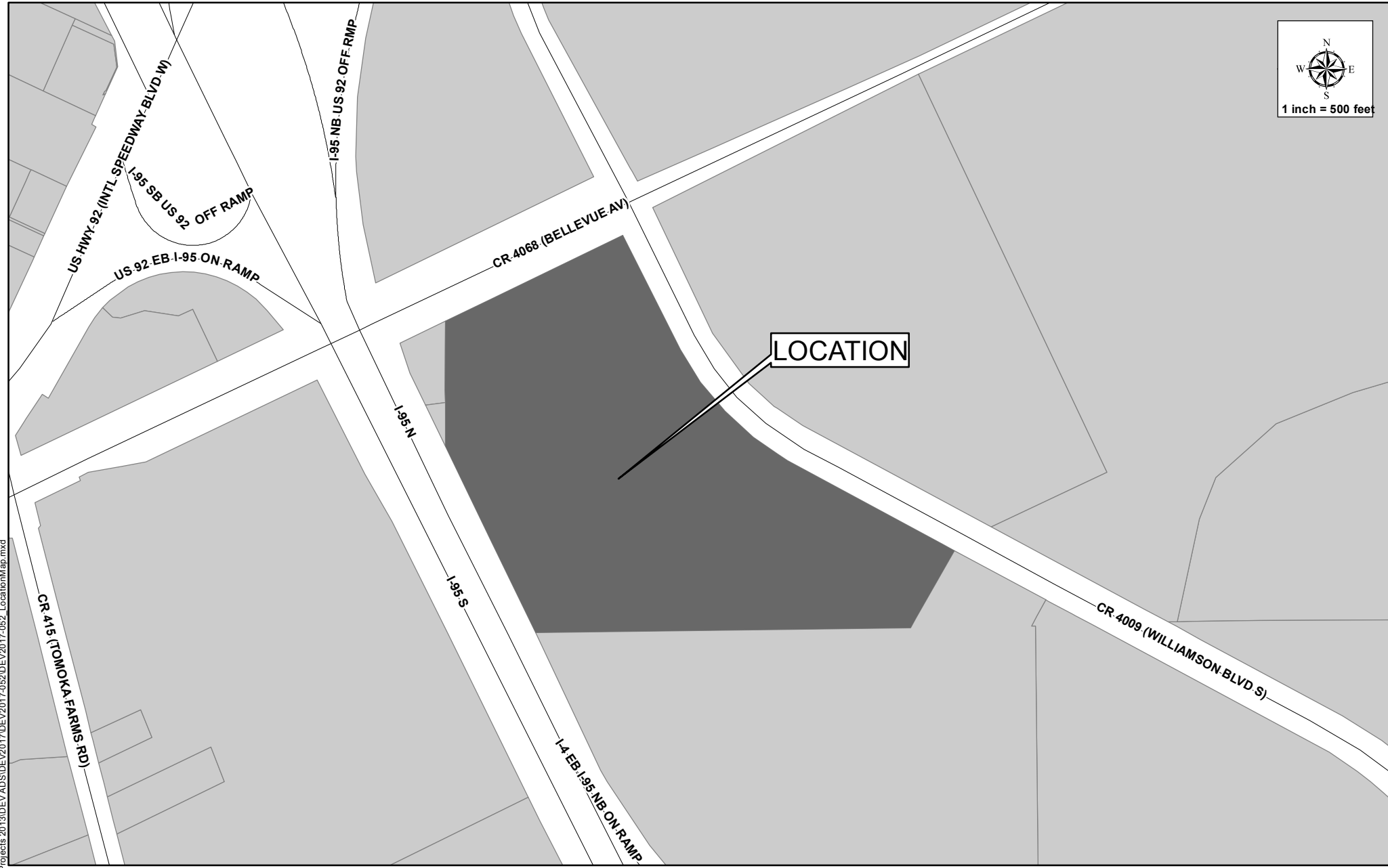
The City's TRT has reviewed the PD Amendment request and found it to be acceptable.

RECOMMENDATION

Approval of the Fifth Amendment to the Daytona Beach Kennel Club Planned Development Agreement is a policy matter ultimately decided by the City Commission after a recommendation by the Planning Board. Staff supports the Board's recommendation.

A majority vote by the Planning Board members present and voting is required to recommend approval to The City Commission.

The item is tentatively scheduled to be heard by The City Commission for first reading on September 6, 2017, and for second reading on September 20, 2017 (Public Hearing).



Document Path: P:\Admin\Pratima\Short Term Projects 2017\DEV AD\DEV2017\DEV2017-052\DEV2017-052_LocationMap.mxd



DEV2017-052 PLANNED DEVELOPMENT GENERAL AMENDMENT LOCATION MAP

City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.

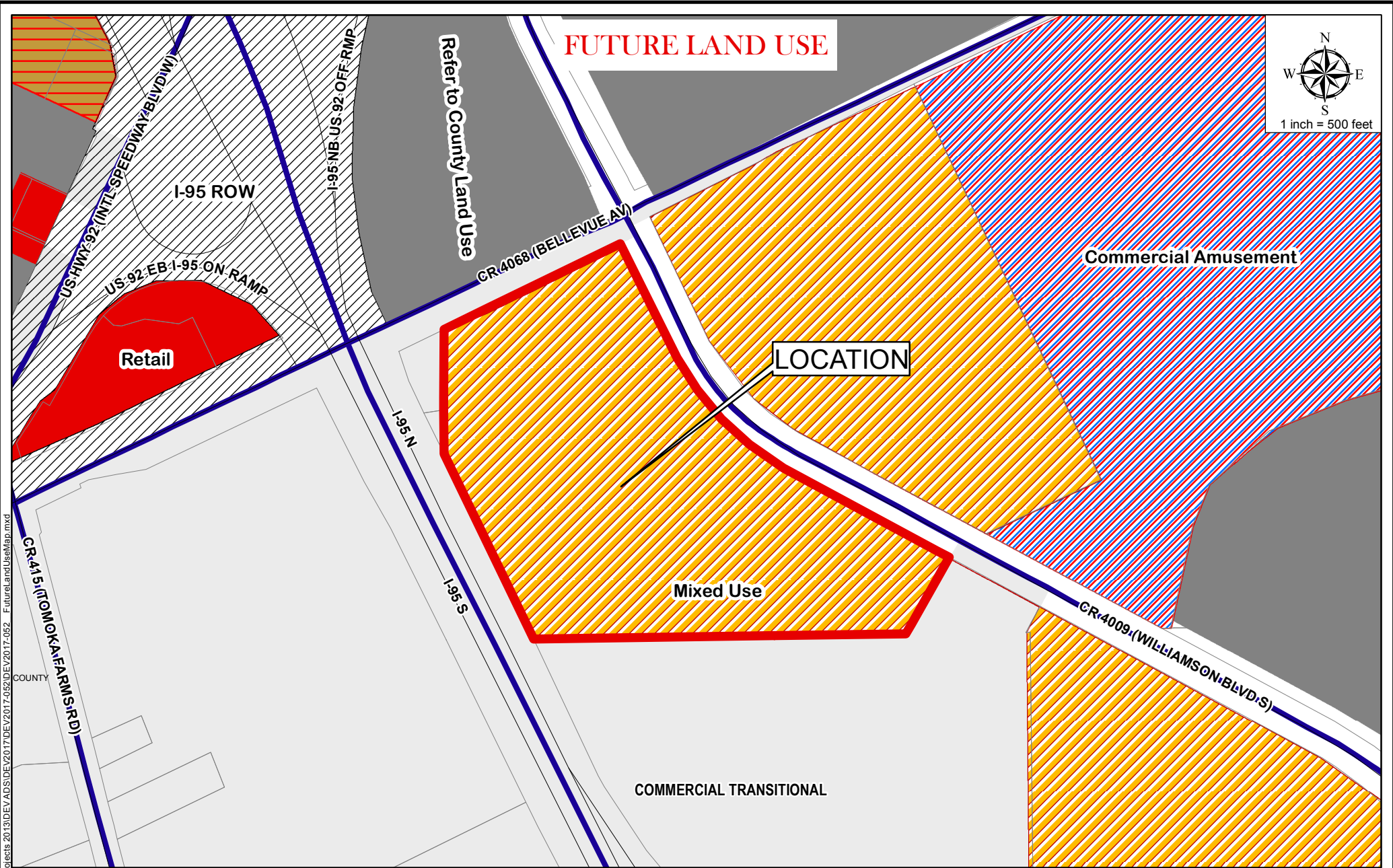


LOCATION



DEV2017-052 PLANNED DEVELOPMENT GENERAL AMENDMENT AERIAL MAP

City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.



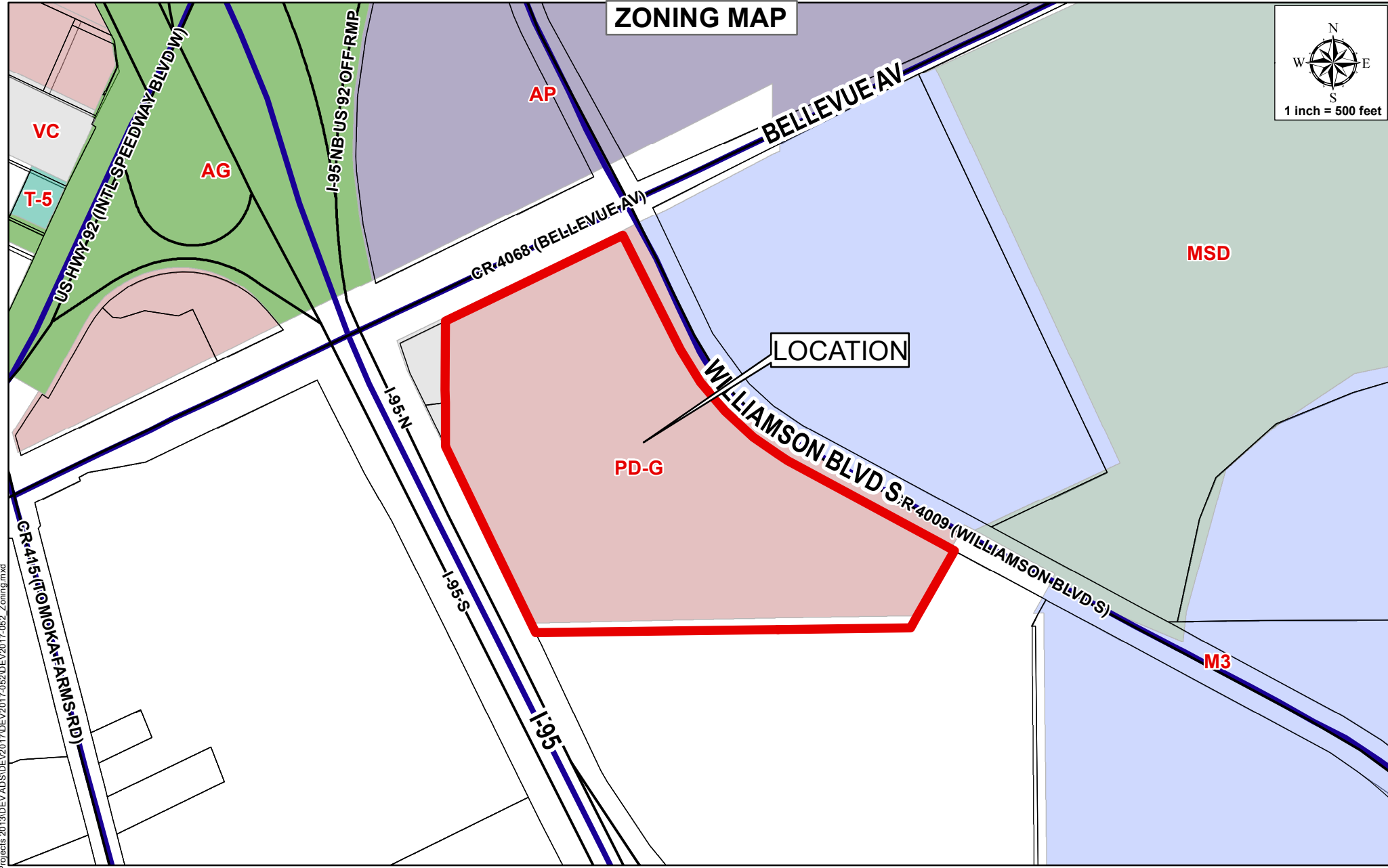
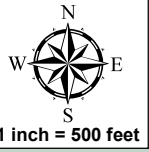
Document Path: P:\Admin\Prattina\Short Term Projects 2013\DEV\AD\DEV2017\DEV2017-052\DEV2017-052 - Future Land Use Map.mxd



**DEV2017-052
 PLANNED DEVELOPMENT GENERAL AMENDMENT
 FUTURE LAND USE MAP**

City of Daytona Beach Map disclaimer:
 These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.

ZONING MAP



Document Path: P:\Admin\Pratt\Short Term Projects 2017\DEV AD\DEV2017\DEV2017-052\DEV2017-052_Zoning.mxd



DEV2017-052 PLANNED DEVELOPMENT GENERAL AMENDMENT ZONING MAP

City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.



Daytona Beach • DeLand

Memorandum

To: James Morris, Assistant City Manager, City of Daytona Beach

From: Rob Merrell

Date: July 14, 2017

Client/Matter #: Daytona Beach Kennel Club - Fifth Amendment to Planned Development - DEV2017-052

Subject: Display Duration Time for Electronic Message Centers and its Effect on Traffic Safety

Federal law does not directly address Electronic Message Center ("EMC") intervals. However, in 2007 the Federal Highway Administration ("FHA") issued guidance on the topic.¹ The Guidance suggests that an acceptable range of duration for message display is between four (4) and ten (10) seconds, and specifically recommends eight (8) seconds. In fact, in 2012 a study found that 41 states have instituted a duration regulation between four (4) and ten (10) seconds.² Florida Administrative Code Chapter 14-10 (Rule) regulates outdoor advertising signs for the state of Florida, including those signs with changeable messages. This Rule requires that any sign with an automatic changeable face display each message for at least six (6) seconds.³

There are a number of studies that find the recommended duration time does not pose a threat to roadway safety. A study from Tantala Associates, LLC (Tantala Study) studied seven (7) years of data for ten (10) locations in Virginia.⁴ The locations collectively have fourteen (14) digital billboards and implement a ten (10) second duration time.⁵ Notably, the data showed no "statistically significant increase in accident rates."⁶ The Tantala Study ultimately concluded that the billboards had "no statistically significant relationship with the occurrence of accidents"⁷

In 2012, the FHA released a report that examined the effect of "Commercial Electronic Variable Message Signs" ("CEVMS"), on the visual behavior of drivers.⁸ The study aimed to answer multiple questions, but specifically asks whether "glances to CEVMS occur that would suggest a decrease in safety."⁹ Field studies were conducted in two (2) cities that implemented

¹ U.S. Department of Transportation Federal Highway Administration. *Guidance on Off-Premise Changeable Message Signs*. September 2007.

² Caltrans Division of Research and Innovation, CTC & Associates, LLC. *Effects of Outdoor Advertising Displays on Driver Safety*. October 2012.

³ Ch. 14-10.004(10)(a).

⁴ M. Tantala, P.E. and A. Tantala, Sr., P.E. *A Study of the Relationship Between Digital Billboards and Traffic Safety in Henrico County and Richmond, Virginia*. November 2010.

⁵ *Id.* at 2.

⁶ *Id.*

⁷ *Id.* at 3.

⁸ U.S. Department of Transportation Federal Highway Administration. *Driver Visual Behavior in the Presence of Commercial Electronic Variable Message Signs (CEVMS)*. September 2012.

⁹ *Id.* at 12.

between an eight (8) and ten (10) second duration time and an eye tracking system was used to measure the length of time that the drivers' gaze was not directed at the roadway.¹⁰ Though the study states that it does not provide "definitive answers to the research question," it concludes that data "did not provide evidence indicating that CEVMS were associated with long glances away from the road that may reflect an increase in the risk."¹¹

The United States Sign Council ("USSC") issued the Model Code for Regulation of On-Premise Signs ("Model Code") in 2016 as suggested regulation of on-premise signs for local governments.¹² These standards were developed with the use of data collected and analyzed by the USSC research arm on topics ranging from legibility to traffic safety issues.¹³ The guidelines provide multiple duration times for EMC and base the suggestions on generic zoning designations.¹⁴ The Model Code suggests that EMC permitted in residential zones should have a minimum duration time of twelve (12) seconds and eight (8) seconds for office and professional zones.¹⁵ For those signs located in commercial and industrial zones the Model Code suggests allowing "all EMC display features and functions," but prohibits "flashing."¹⁶ Flashing is defined by the Model Code as a cyclical period between on-off phases of illumination exceeding four (4) seconds.¹⁷ The Model Code also directly addresses traffic safety issues, stating:

"[U]p to this time, research has shown no correlation between EMC signs and traffic accidents, and EMC signs have not been found to be a distraction having impact on the driving task or to cause unsafe driving behavior that causes an accident in driver distraction studies."¹⁸

Of the studies conducted on this topic, none have found a significant link between EMC and any adverse traffic safety impacts. The FHA recommends that states set duration time regulations for EMC between four (4) and ten (10) seconds, with the state of Florida requiring a minimum six (6) second duration.

¹⁰ *Id.* at 2.

¹¹ *Id.* at 54.

¹² United States Sign Council. *Model Code for Regulation of On-Premise Signs*. 2016.

¹³ *Id.* at cover page.

¹⁴ *Id.*

¹⁵ *Id.* at 45, 46.

¹⁶ *Id.* at 46.

¹⁷ *Id.* at 16.

¹⁸ *Id.* at 47.

consistent with customary use determined by agreement between the several States and the Secretary, may be erected and maintained in these areas (23 U.S.C. § 131(d)). Most of these agreements between the States and the Secretary that determined the size, lighting and spacing of conforming signs were signed in the late 1960's and the early 1970's.

On July 17, 1996, the Office of Real Estate Services issued a memorandum to Regional Administrators to provide guidance on off-premise changeable message signs and confirmed that the FHWA has *"always applied the Federal law 23 U.S.C. 131 as it is interpreted and implemented under the Federal regulations and individual FSAs."* It was expressly noted that *"in the twenty-odd years since the agreements have been signed, there have been many technological changes in signs, including changes that were unforeseen at the time the agreements were executed. While most of the agreements have not changed, the changes in technology require the State and the FHWA to interpret the agreements with those changes in mind."* The July 17, 1996, memorandum primarily addressed tri-vision signs, which were the leading technology at the time, but it specifically noted that changeable message signs *"regardless of the type of technology used"* are permitted if the interpretation of the FSA allowed them. Further advances in technology and affordability of LED and other complex electronic message signs, unanticipated at the time the FSAs were entered into, require the FHWA to confirm and expand on the principles set forth in the July 17, 1996, memorandum.

The policy espoused in the July 17, 1996, memorandum was premised upon the concept that changeable messages that were fixed for a reasonable time period do not constitute a moving sign. If the State set a reasonable time period, the agreed-upon prohibition against moving signs is not violated. Electronic signs that have stationary messages for a reasonably fixed time merit the same considerations.

Discussion

Changeable message signs, including Digital/LED Display CEVMS, are acceptable for conforming off-premise signs, if found to be consistent with the FSA and with acceptable and approved State regulations, policies and procedures.

This guidance does not prohibit States from adopting more restrictive requirements for permitting CEVMS to the extent those requirements are not inconsistent with the HBA, Federal regulations, and existing FSAs. Similarly, Divisions are not required to concur with State proposed regulations, policies, and procedures if the Division review determines, based upon all relevant information, that the proposed regulations, policies and procedures are not consistent with the FSA or do not include adequate standards to address the safety of the motoring public. If the Division Office has any question that the FSA is being fully complied with, this should be discussed with the State and a process to change the FSA may be considered and completed before such CEVMS may be allowed on HBA controlled routes. The Office of Real Estate Services is available to discuss this process with the Division, if requested.

If the Division accepts the State's assertions that their FSA permits CEVMS, in reviewing State-proposed regulations, policy and procedures for acceptability, the Divisions should consider all relevant information, including, but not limited to duration of message, transition time, brightness, spacing, and location, to ensure that they are consistent with their FSA and that there are adequate standards to address safety for the motoring public. The Divisions should also confirm that the State provided for appropriate public input, consistent with applicable State law and requirements, in its interpretation of the terms of their FSA as allowing CEVMS in accordance with their proposed regulations, policies, and procedures.

Based upon contacts with all Divisions, we have identified certain ranges of acceptability that have been adopted in those States that do allow CEVMS that will be useful in reviewing State proposals on this topic. Available information indicates that State regulations, policy and procedures that have been approved by the Divisions to date, contain some or all of the following standards:

- Duration of Message
 - Duration of each display is generally between 4 and 10 seconds - 8 seconds is recommended.
- Transition Time
 - Transition between messages is generally between 1 and 4 seconds - 1-2 seconds is recommended.
- Brightness
 - Adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public.
- Spacing

Federal Guidance on Digital Displays

A 2007 Federal Highway Administration (FHWA) memo makes recommendations for changeable message sign message duration (8 seconds), transition time (1 to 4 seconds), brightness, spacing and locations.

Related Research

The most thorough review of the literature to date on digital display safety is the 2009 report *Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs* by Jerry Wachtel. Wachtel has been the president of [The Veridian Group](#), a California human factors research consulting firm, for 22 years and has published numerous studies on outdoor advertising safety.

We give a summary of this report and include a selection of the references cited for studies in or before 2009. (We found no relevant studies for this period not included in Wachtel's report, which covers both digital and nondigital outdoor advertising.) In a separate section, we discuss literature on outdoor advertising safety that has been published since Wachtel's report.

The Wachtel Report and Pre-2009 Literature on Outdoor Advertising Safety

Based on the literature review, Wachtel concludes that:

- Studies regularly demonstrate that roadside advertising, including digital billboards, contributes to driver distraction at levels that adversely affect safe driving performance.
- There are consistent research recommendations regarding brightness, message duration and change interval, and other factors.

Wachtel also gives a thorough survey of national and international guidelines and regulations for digital billboards, and based on these (along with the literature review) makes recommendations for digital billboard guidelines, including:

- *Message duration*: A minimum display duration of sight distance to the digital billboard (feet)/speed limit (feet/second).
- *Message interval*: An interval between successive displays that is close to instantaneous as possible.
- *Display brightness*: Brightness, luminance and illuminance limits based on the ambient lighting conditions of digital billboards.
- *Digital billboard spacing*: Spacing between digital billboards that does not face a driver with two or more displays within his field of view at the same time.
- *Other*: The prohibition of visual effects, message sequencing, and the placement of digital billboards near traffic control devices and driver decision and action points.

Wachtel concludes that there is growing evidence that digital billboards distract drivers because these signs increase driver glance duration and the driver's gaze is reflexively drawn to objects of different luminance in the visual field.

Findings from the literature support the argument that while there is no definitive research showing increased crashes due to the presence of billboards or digital billboards, there is an increased crash risk based on research on the effects of billboards on driver attention and the effects of driver distraction on safety:

- Billboards can have a significant effect on driver speed, lateral control, mental workload, ability to follow road signs, and eye movements and fixations, with older drivers particularly affected. (*The Effects of Visual Clutter on Driving Performance and Driven to Distraction, An Evaluation of the Influence of Roadside Advertising on Road Safety, and Review of Roadside Advertising Signs*). And visual clutter generally can distract drivers (*Driver Distraction by Advertising*).
- Digital billboards attract more attention than regular billboards, with larger number of glances and longer glances (*Driving Performance and Digital Billboards and Observed Driver Glance*

... drivers should be subjected to brightness levels of no greater than 10 to 40 times the brightness level to which their eyes are adapted for the critical driving task. As roadway lighting and automobile headlights provide lighting levels of about one nit, this implies signage should appear no brighter than about 40 nits.

State Regulations

- An undated chart from the Outdoor Advertising Association of America summarizes state regulations on changeable message advertising signs. Generally minimum message duration is between 4 and 10 seconds, with 6 and 8 seconds most common; the maximum interval between messages is 1 to 4 seconds; and spacing is most commonly 500 feet. A review of state practices is also included in Appendices B and C of the 2001 FHWA study, *Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction* in **Related Research**.
- We survey the digital advertising display regulations of 12 states. Of note are Massachusetts and Tennessee, which are currently updating regulations to specifically address digital billboards.

Gaps in Findings

- While there is a significant amount of research on the effects of outdoor advertising on driver distraction, there is little research definitively showing that outdoor advertising affects crash rates, and there are a limited number of studies on digital billboards specifically.
- We found little research justifying common regulations and design recommendations for digital billboards, including brightness/illumination, font size and visual complexity. Recommendations are typically based on common state practices.
- We found little research on the safety effects of signage in general, including guide signs.
- We did not find research in progress for any areas of inquiry.

Next Steps

- Caltrans may be able to gather additional information about current practice and regulations by surveying the other state DOTs.
- Caltrans could consider launching a multi-year research study, either by itself or with other states, aimed at measuring changes in crash rates after installation of digital displays.
- Caltrans could follow up with the Outdoor Advertising Association of America to determine the sources and dates of the data presented in their State Changeable Message Chart; OAAA may also have other unpublished research of interest.

Federal Guidance on Digital Displays

Guidance on Off-Premise Changeable Message Signs, Federal Highway Administration, September 2007.

<http://www.fhwa.dot.gov/realestate/offprmsgsguid.htm>

Guidance from this memorandum is as follows:

- Duration of message: Between 4 and 10 seconds; 8 seconds is recommended.
- Transition time between messages: 1 to 4 seconds.
- Brightness: Adjust brightness in response to changes in light levels so that signs are not unreasonably bright for the safety of the motoring public.
- Spacing: Not less than minimum spacing requirements for signs under the federal/state agreement (FSA), or greater if determined appropriate to ensure the safety of the motoring public.
- Locations: As where allowed by the FSA except where such locations are determined to be unsafe.

Related Resources:

Outdoor Advertising Control, Federal Highway Administration, January 3, 2012.

http://www.fhwa.dot.gov/realestate/out_ad.htm

This web page provides a series of links to related topics, including a history and overview of the federal outdoor advertising control program, the possible effects of commercial electronic variable message signs on driving safety, and research about the potential safety effects of electronic billboards on driver attention and distraction.

Related Research

Studies below that are industry sponsored are preceded by an asterisk and include an indication of the sponsor.

The Wachtel Report and Pre-2009 Literature on Outdoor Advertising Safety

Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs, Jerry Wachtel, NCHRP Project 20-7 (256), Final Report, April 2009.

http://www.azmag.gov/Documents/pdf/cms.resource/NCHRP_Digital_Billboard_Report70216.pdf

Sections 2 and 3 of this report include the most thorough review to date of the literature on the use of digital displays for outdoor advertising signs. Summaries of a selection of the studies referenced in the report are provided on the following pages, along with Wachtel's comments on these studies, where relevant. (In the citations for this section, all references to "Wachtel" are to the 2009 report.)

Summaries of the following sections of the report are also provided:

- Conclusions from the literature.
- Section 4: Human Factors Issues.
- Section 5: Current and Proposed Guidelines and Regulations.
- Section 6: Recommendations for Guidelines.
- Section 7: Digital Billboards On-Premise and on the Right-Of-Way.
- Section 8: New Technology, New Applications, New Challenges.
- Section 9: Summary and Conclusions.

St. Croix County, WI

From page 140 of the report, signs with “external and uncolored” illumination are permitted. In addition to typical prohibitions against flashing, moving, traveling, or animated signs or sign elements, the following prohibitions apply to all signs with internal illumination:

- No illuminated off-premises sign which changes in color or intensity of artificial light at any time while the sign is illuminated shall be permitted.
- No illuminated on-premise sign which changes in color or intensity of artificial light at any time when the sign is illuminated shall be permitted, except one for which the changes are necessary for the purpose of correcting hour-and-minute, date or temperature information.
- A sign that regularly or automatically ceases illumination for the purpose of causing the color or intensity to have changed when illumination resumes (are prohibited).
- The scope of the ordinance’s prohibitions include, but are not limited to, any sign face that includes a video display, LED lights that change in color or intensity, “digital ink,” and any other method or technology that causes the sign face to present a series of two or more images or displays.

Outdoor Advertising Industry

The Outdoor Advertising Association of America (OAAA) publication Regulating Digital Billboards suggests that digital billboards:

- Display a message that appears for no less than four seconds.
- Have message transitions of at least one second.
- Have spacing consistent with state requirements.
- Do not include animated, flashing, scrolling, intermittent or video elements.
- Appropriately adjust display brightness as ambient light levels change.

Section 6: Recommendations for Guidelines

Wachtel makes recommendations for guidelines based on the review of literature and international, national, state and local regulations (despite the fact that “there are not yet comprehensive research-based answers to fully inform such guidance and regulation”):

- Minimum message display duration: The FHWA recommends 6 seconds, the OAAA recommends 4 seconds, and the OAAA reports that 41 states have set display minimums ranging from 4 seconds to 10 seconds. Wachtel is not aware of any research on this issue to support such guidelines, and notes that “good human factors practice would suggest that minimum display duration should differ with sight distance, prevailing speeds, and other factors.” The author recommends the following formula to minimize the chance that a motorist will see more than two successive messages:

$$\text{Sight distance to the digital billboards (ft) / Speed limit (ft/sec) = Minimum display duration (sec)}$$

- Interval between successive displays: This interval should be as close to instantaneous as possible so that a driver cannot perceive any blanking of the display screen.
- Visual effects between successive displays: Visual effects should be prohibited.
- Message sequencing: Sequencing should be prohibited.
- Amount of information displayed: To the author’s knowledge, no U.S. jurisdiction places restrictions on the amount of information that may be presented on billboards, including digital billboards (although some agencies outside the United States do). There is not enough research to make recommendations, although a good starting point are guidelines for South Africa and the Netherlands (which limit information based on how much a driver can read at a given speed and while the sign is visible).
- Information presentation: Considerable guidance is available to advertisers and digital billboard owners from sources inside the outdoor advertising industry as well as human factors and traffic

way. For the purposes of this subsection, all portions of an interchange between the points of pavement widening of the entrance and exit ramps of the same interchange shall be considered part of that interchange.

(e) When a sign or proposed sign is, or would be located within the controlled area and visible from any portion of the main-traveled way of more than one highway subject to the jurisdiction of the Department, pursuant to Section 479.07(1), F.S., the sign shall meet the permitting requirements of all highways, and be permitted to the roadway with the stricter controls.

(8) Sign Structure Height. The height of a sign structure shall be measured from the elevation of the crown of the main-traveled way to which the sign is permitted to the top of the highest sign face, excluding embellishments.

(9) Lighting. Signs shall not be illuminated by flashing, intermittent, or moving lights. Signs shall not be illuminated so that it interferes with the effectiveness of or obscures, an official traffic sign, device, or signal.

(10) Changeable messages – Signs may have an automatic changeable facing provided:

(a) The static display time for each message is at least six seconds;

(b) The time to completely change from one message to the next is a maximum of two seconds or, if messages are displayed digitally, the message must change instantaneously;

(c) The change of message occurs simultaneously for the entire sign face; and,

(d) All signs with changeable messages shall contain a default design that will ensure no flashing, intermittent message, or any other apparent movement is displayed should a malfunction occur.

(11) Outside an incorporated area, signs will not be permitted within 100 feet of the property line of a cemetery, public park, public reservation, public playground, or state or national forest. For schools and churches outside an incorporated area, signs will not be permitted within 100 feet of the outer edges of the primary building or primary building complex when the individual units of the complex are connected by covered walkways.

(12) Changes to Roadway Designations.

(a) A sign existing at a location which was not previously subject to the permitting requirements of Chapter 479, F.S., and this rule chapter, but has subsequently become subject to the requirements due to changes in the jurisdictional designation of highways, shall be granted a conforming or non-conforming state permit in accordance with the process outlined below:

1. The Department shall conduct an inventory of outdoor advertising signs on the highway section subject to jurisdictional change and, within 60 calendar days of the effective date of the proposed change, advise all affected sign owners and local governments that the change is being considered, the regulatory effect of the change, and when the change may become effective.

2. Upon approval of the jurisdictional change, the Department will provide a second notice to sign owners and local governments advising that the change in jurisdiction has become effective and that sign owners have 30 calendar days from receipt of the second notice to submit an application for a sign permit.

3. When the Department is unable to provide the advance notice referenced in paragraph (a), the Department will advise the affected sign owners that they have 90 calendar days from receipt of the notice, that the change in jurisdiction has become effective and to submit an application for a sign permit.

4. The sign owner shall submit a completed application as provided in above subsection (1) together with all items required pursuant to Section 479.07(3)(b), F.S. The written statement required by Section 479.07(3)(b), F.S., shall be any written document from the appropriate local governmental official indicating compliance with local requirements as of the date of the permit application. A previously issued building permit shall be accepted as the statement from an appropriate local governmental official, except where the local government has provided notice to the sign owner that the sign is illegal or has undertaken action to cause the sign to be removed. When a building permit is submitted as the statement of the local government, the applicant shall certify in the application that the local government has not provided notice that the sign is illegal, and that the local government has taken no action to cause the sign to be removed. If land use information is not provided in accordance with Section 479.024, F.S., but all other permit requirements are met, the Department shall classify the sign as non-conforming upon permit issuance.

(b) When a change in the designation of a highway removes that highway from the Department's regulatory jurisdiction, a notice will be provided to all permittees on the affected roadway informing them their sign is no longer subject to the Department's jurisdiction and their permit will not be renewed.

(c) When a controlled road, or any portion of a controlled road, is designated as a scenic highway or scenic byway pursuant to Section 335.093, F.S., new permits will not be issued for signs visible from the portion of the highway designated as a scenic highway or byway.

A STUDY OF THE RELATIONSHIP BETWEEN DIGITAL BILLBOARDS AND TRAFFIC SAFETY IN HENRICO COUNTY AND RICHMOND, VIRGINIA

KEY POINTS

- More than 7 years of accident data comparisons
- Ten locations with 14 digital billboard faces with 10 second duration times
- Data show no statistically significant increase in accident rates, using before and after comparisons and using an Empirical Bayes Method Analysis for the actual and predicted comparisons
- Comparisons of driver age (young/elderly) and time of day (daytime/nighttime) are neutral factors

TOC

OVERVIEW, 3

STUDY REGION, 5

BILLBOARD CHARACTERISTICS, 5

TRAFFIC VOLUME DATA, 12

ACCIDENT DATA, 13

ANALYSIS, 15

RESULTS, 20

FINDINGS, 33

REFERENCES, 34

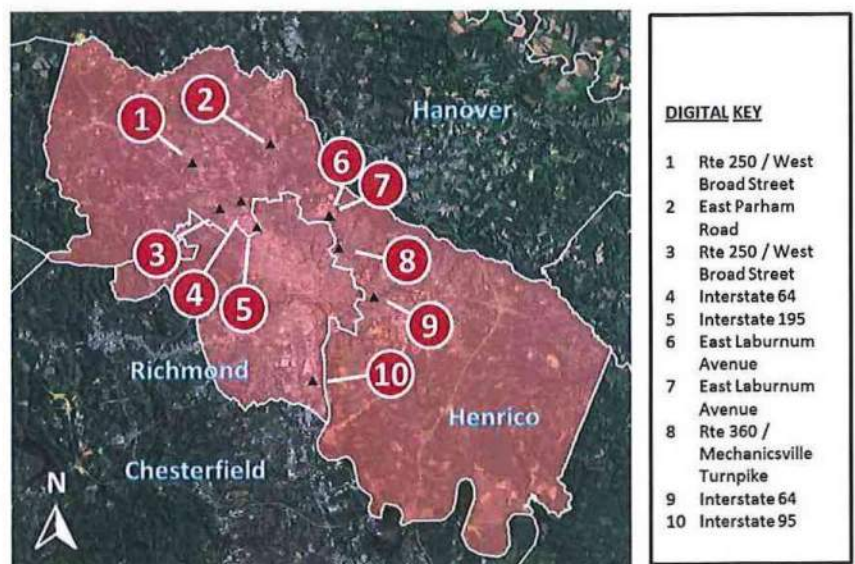


Figure 1.
Digital Billboard Locations analyzed
in Henrico County and Richmond, Virginia

More than 7 years of data ...

*... no statistically significant relationship
with the occurrence of accidents ...*

... 10-second duration times ...

OVERVIEW

The purpose of this study is to **examine the statistical relationship between digital billboards and traffic safety in Henrico County and Richmond, Virginia**. This study analyzes traffic and accident data along routes near **10 locations with 14 digital billboard faces** (see Figure 1) with traffic volumes on roads collectively representing approximately 154 million vehicles per year. The study uses official data as collected, compiled and recorded independently by municipal police departments, Henrico County and the Virginia Department of Transportation.

The study includes more than **seven years of accident data** representing approximately 40 thousand accidents near ten locations in Richmond and Henrico County. The billboards were converted to digital format between 2006 and 2009 and allow periods of comparison as long as 7.3 years (88 months).

Temporal (*when and how frequently*) and spatial (*where and how far*) statistics are summarized near billboards within multiple vicinity ranges as large as one-half mile for areas that are upstream and downstream of the billboards. Subsets of daytime and nighttime accidents and driver age are analyzed for before and after comparisons.

Additionally, an Empirical Bayes Method (EBM) analysis is performed to estimate the number of accidents that could statistically be expected without the introduction of digital signs. This method is the basis of the safety analysis and science-based, predictive models introduced within the 2010 *Highway Safety Manual* of the American Association of State Highway Official (AASHTO, Reference 14). This report establishes benchmarks for the basis of accident records at pre-digital locations and also uses other comparison sites in Henrico County and Richmond.

The overall conclusion of the study is that the digital billboards in Richmond, Virginia have no statistically significant relationship with the occurrence of accidents. This study also finds that the age of drivers (younger/elderly) and the time of day (daytime/nighttime) are neutral factors which show no significant increase in accident rates near the digital billboards. These conclusions are based on Police Department data and an objective statistical analysis; **the data show no significant increase in accident rates.**

The present data suggest that the drivers in this study directed the majority of their visual attention to areas of the roadway that were relevant to the task at hand (e.g., the driving task). Furthermore, it is possible, and likely, that in the time that the drivers looked away from the forward roadway, they may have elected to glance at other objects in the surrounding environment (in the absence of billboards) that were not relevant to the driving task. When billboards were present, the drivers in this study sometimes looked at them, but not such that overall attention to the forward roadway decreased.

It also should be noted that, like other studies in the available literature, this study adds to the knowledge base on the issues examined, but **does not present definitive answers to the research questions investigated.**

salient objects, such as billboards, will not necessarily capture attention. However, driving is a somewhat automatic process and conditions generally do not require constant undivided attention. As a result, salient stimuli, such as CEVMS, might capture driver attention and provide an unwarranted increase in driver distraction. The present study addresses this concern.

Research Questions

The present research evaluated the effects of CEVMS on driver visual behavior under actual roadway conditions in the daytime and at night. Roads containing CEVMS, standard billboards, and areas not containing off-premise advertising were selected. The CEVMS and standard billboards were measured with respect to luminance, location, size, and other relevant visual characteristics. The present study examined CEVMS as deployed in two United States cities. Unlike previous studies, the signs did not contain dynamic video or other dynamic elements. In addition, the eye tracking system used in this study has approximately a 2-degree level of resolution. This provided significantly more accuracy in determining what objects the drivers were looking at than in previous on-road studies examining looking behavior (recall that Lee et al. used video recordings of drivers' faces that, at best, examined gross eye movements).⁽⁹⁾

Two studies are reported. Each study was conducted in a different city. The two studies employed the same methodology. The studies' primary research questions were:

1. Do CEVMS attract drivers' attention away from the forward roadway and other driving relevant stimuli?
2. Do glances to CEVMS occur that would suggest a decrease in safety?
3. Do drivers look at CEVMS more than at standard billboards?

GENERAL DISCUSSION

This study was conducted to investigate the effect of CEVMS on driver visual behavior in a roadway driving environment. An instrumented vehicle with an eye tracking system was used. Roads containing CEVMS, standard billboards, and control areas with no off-premise advertising were selected. The CEVMS and standard billboards were measured with respect to luminance, location, size, and other relevant variables to characterize these visual stimuli. Unlike previous studies on digital billboards, the present study examined CEVMS as deployed in two United States cities and did not contain dynamic video or other dynamic elements. The CEVMS changed content approximately every 8 to 10 seconds, consistent within the limits provided by FHWA guidance.⁽²⁾ In addition, the eye tracking system used had nearly a 2-degree level of resolution that provided significantly more accuracy in determining what objects the drivers were gazing or fixating on as compared to some previous field studies examining CEVMS.

CONCLUSIONS

Do CEVMS attract drivers' attention away from the forward roadway and other driving relevant stimuli?

Overall, the probability of looking at the road ahead was high across all conditions. In Reading, the CEVMS condition had a lower proportion of gazes to the road ahead than the standard billboard condition on the freeways. Both of the off-premise advertising conditions had a lower proportion of gazes to the road ahead than the control condition on the freeway. The lower proportion of gazes to the road ahead can be attributed to the overall distribution of gazes away from the road ahead and not just to the CEVMS. On the other hand, for the arterials the CEVMS and standard billboard conditions did not differ from each other, but both had a lower proportion of gazes to the road ahead compared to the control. In Richmond there were no differences among the three advertising conditions on the arterials. However, for the freeways the CEVMS and standard billboard conditions did not differ from each other but had a lower proportion of gazes to the road ahead than the control.

The control conditions differed across studies. In Reading, the control condition on arterials showed 92 percent for gazing at the road ahead while on the freeway it was 86 percent. On the other hand, in Richmond the control condition for arterials was 78 percent and for the freeway it was 92 percent. The control conditions on the freeway differed across the two studies. In Reading there were businesses off to the side of the road; whereas in Richmond the sides of the road were mostly covered with trees. The control conditions on the arterials also differed across cities in that both contained businesses and on-premise advertising; however, in Reading arterials had four lanes and in Richmond arterials had six lanes. The reason for these differences across cities was that these control conditions were selected to match the other conditions (CEVMS and standard billboards) that the drivers would experience in the two respective cities. Also, the selection of DCZs was obviously constrained by what was available on the ground in these cities.

The results for the off-premise advertising conditions are consistent with Lee et al., who observed that 76 percent of drivers' time was spent looking at the road ahead in the CEVMS scenario and 75 percent in the standard billboard scenario.⁽⁹⁾ However, it should be kept in mind

that drivers did gaze away from the road ahead even when no off-premise advertising was present and that the presence of clutter or salient visual stimuli did not necessarily control where drivers gazed.

Do glances to CEVMS occur that would suggest a decrease in safety?

In DCZs containing CEVMS, about 2.5 percent of the fixations were to CEVMS (about 2.4 percent to standard billboards). The results for fixations are similar to those reported in other field data collection efforts that included advertising signs.^(12,11,9,13) Fixations greater than 2,000 ms were not observed for CEVMS or standard billboards.

However, an analysis of dwell times to CEVMS showed a mean dwell time of 994 ms (maximum of 1,467 ms) for Reading and a mean of 1,039 ms (maximum of 2,270 ms) for Richmond. Statistical comparisons of average dwell times between CEVMS and standard billboards were not significant in Reading; however, in Richmond the average dwell times to CEVMS were significantly longer than to standard billboards, though below 2,000 ms. There was one dwell time greater than 2,000 ms to a CEVMS across the two cities. On the other hand, for standard billboards there were three long dwell times in Reading; there were no long dwell times to these billboards in Richmond. Review of the video data for these four long dwell times showed that the signs were not far from the forward view when participants were fixating. Therefore, the drivers still had access to information about what was in front of them through peripheral vision.

As the analyses of gazes to the road ahead showed, drivers distributed their gazes away from the road ahead even when there were no off-premise billboards present. Also, drivers gazed and fixated on off-premise signs even though they were generally irrelevant to the driving task. However, the results did not provide evidence indicating that CEVMS were associated with long glances away from the road that may reflect an increase in risk. When long dwell times occurred to CEVMS or standard billboards, the road ahead was still in the driver's field of view.

Do drivers look at CEVMS more than at standard billboards?

The drivers were generally more likely to gaze at CEVMS than at standard billboards. However, there was some variability between the two locations and between type of roadway (arterial or freeway). In Reading, the participants looked more often at CEVMS when on arterials, whereas they looked more often at standard billboards when on freeways. In Richmond, the drivers looked at CEVMS more than standard billboards no matter the type of road they were on, but as in Reading the preference for gazing at CEVMS was greater on arterials (68 percent on arterials and 55 percent on freeways). The slower speed on arterials and sign placement may present drivers with more opportunities to gaze at the signs.

In Richmond, the results showed that drivers gazed more at CEVMS than standard billboards at night; however, for Reading no effect for time of day was found. CEVMS do have higher luminance and contrast than standard billboards at night. The results showed mean luminance of about 56 cd/m² in the two cities where testing was conducted. These signs would appear clearly visible but not overly bright.

SUMMARY

The results of these studies are consistent with a wealth of research that has been conducted on vision in natural environments.^(26,22,21) In the driving environment, gaze allocation is principally controlled by the requirements of the task. Consistent results were shown for the proportion of gazes to the road ahead for off-premise advertising conditions across the two cities. Average fixations were similar to CEVMS and standard billboards with no long single fixations evident for either condition. Across the two cities, four long dwell times were observed: one to a CEVMS on a freeway in the day, two to the same standard billboard on a freeway (once at night and once in the daytime), and one to a standard billboard on an arterial at night. Examination of the scene video and eye tracking data indicated that these long dwell times occurred when the billboards were close to the forward field of view where peripheral vision could still be used to gather visual information on the forward roadway.

The present data suggest that the drivers in this study directed the majority of their visual attention to areas of the roadway that were relevant to the task at hand (i.e., the driving task). Furthermore, it is possible, and likely, that in the time that the drivers looked away from the forward roadway, they may have elected to glance at other objects in the surrounding environment (in the absence of billboards) that were not relevant to the driving task. When billboards were present, the drivers in this study sometimes looked at them, but not such that overall attention to the forward roadway decreased.

LIMITATIONS OF THE RESEARCH

In this study the participants drove a research vehicle with two experimenters on board. The participants were provided with audio turn-by-turn directions and consequently did not have a taxing navigation task to perform. The participants were instructed to drive as they normally would. However, the presence of researchers in the vehicle and the nature of the driving task do limit the degree to which one may generalize the current results to other driving situations. This is a general limitation of instrumented vehicle research.

The two cities employed in the study appeared to follow common practices with respect to the content change frequency (every 8 to 10 seconds) and the brightness of the CEVMS. The current results would not generalize to situations where these guidelines are not being followed.

Participant recruiting was done through libraries, community centers and at a university. This recruiting procedure resulted in a participant demographic distribution that may not be representative of the general driving population.

The study employed a head-free eye tracking device to increase the realism of the driving situation (no head-mounted gear). However, the eye tracker had a sampling rate of 60 Hz, which made determining saccades problematic. The eye tracker and analyses software employed in this effort represents a significant improvement in technology over previous similar efforts in this area.

The study focused on objects that were 1,000 feet or less from the drivers. This was dictated by the accuracy of the eye tracking system and the ability to resolve objects for data reduction. In addition, the geometry of the roadway precluded the consideration of objects at great distances.



UNITED STATES SIGN COUNCIL



UNITED STATES SIGN COUNCIL FOUNDATION

Since 1996, the United States Sign Council, through its research arm, the United States Sign Council Foundation, has published fourteen major academic studies covering the full range of on-premise sign legibility, placement, illumination, community impact, and traffic safety issues.

This work, by university research teams specializing in human factors and traffic engineering disciplines, has enabled the United States Sign Council to develop guideline standards and models designed to facilitate development of performance oriented community sign systems based on empirical scientific research.

Executive Offices:
211 Radcliffe Street, Bristol, PA 19007-5013
215-785-1922 / Fax: 215-788-8395 / e-mail: ussc@ussc.org / www.ussc.org

2) Mechanically Activated: Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

3) Electrically Activated: Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:

a) **Flashing**: Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds four (4) seconds.

b) **Patterned Illusionary Movement**: Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

Architectural Projection - Any projection from a building that is decorative and/or functional and not intended for occupancy, and that extends beyond the face of an exterior wall of a building but that does not include signs as defined herein. See also: Awning; Back-lit Awning; and Canopy, Attached and Freestanding.

Awning - An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Awning Sign - A sign displayed on or attached flat against the surface or surfaces of an awning. See also: Wall or Fascia Sign. An awning that contains a "sign" section or copy area shall comply with the applicable sign area requirements for parallel signs (see Table 3, Page 39) contained in this Code. Only the sign or copy area displayed on an awning shall be used to determine the permitted sign area – the entire awning shall not be included in a Sign Area calculation. Refer also to Section 8 (see Page 25) for visual reference example.

Back-lit Awning - An awning comprised of covering material exhibiting the characteristic of luminosity obtained by means of a source of illumination contained within its framework.

Banner - A flexible substrate on which copy or graphics may be displayed.

Banner Sign - A sign utilizing a banner as its display surface.

Bench Sign – A sign applied or affixed to the seat or back of a bench.

iv. Banners that do not meet the regulations of this subparagraph, must meet the standards for permanent signs.

(4) Temporary Wall or Fascia Signs. One (1) temporary wall sign is allowed per street frontage in the Commercial and Industrial Zones. Temporary wall signs may be up to thirty-two (32) square feet in area. Temporary wall signs may not extend above roof lines. Extensions into the right-of-way are prohibited. A temporary wall sign may be displayed no longer than ninety (90) days per calendar year.

(5) Temporary Freestanding or Portable Signs. One (1) temporary freestanding sign is allowed per property in the Commercial Zones and is not counted in the total square footage of permanent signage allowed on the site. Temporary freestanding signs may be up to thirty-two (32) square feet in area. Extensions into the right-of-way are prohibited. A temporary freestanding sign may be displayed no longer than ninety (90) days per calendar year.

Section 20: Electronic Message Centers

A. In the Office, Professional, Commercial and Industrial Zones, Electronic Message Centers (EMCs) are permitted in accordance with the sign areas noted in Table 2 (see Page 38) or Table 3 (see Page 39) respectively.

B. Additional general EMC regulations:

(1) An EMC sign may be a portion of a building sign or freestanding sign, or may comprise the entire sign area.

(2) All EMC signs shall have automatic dimming controls, either by photocell (hardwired) or via software settings, in order to bring the EMC lighting level at night into compliance with Section 21 of this Code "Sign Illumination Standards".

C. EMC regulations by Zone

(1) In Residential Zones, EMC signs are permitted only in certain circumstances by Special Exception in accordance with Section 16 (G) of this Code. They are otherwise prohibited in Residential Zones.

(2) In Residential Zones, where permitted, EMC signs shall have a minimum display time of twelve (12) seconds. The transition time between messages and/or message frames is limited to one (1) second.

(3) In Residential Zones, where permitted, the following EMC display features and functions are prohibited: scrolling, traveling, flashing,

spinning, rotating, fade, dissolve, any other moving effects, and all dynamic frame effects or patterns of illusionary movement or simulated movement.

(4) **In Office and Professional Zones**, EMC signs shall have a minimum display time of eight (8) seconds. The transition time between messages and/or message frames is limited to three (3) seconds and these transitions may employ fade, dissolve, and or other transition effects.

(5) In Office and Professional Zones, the following EMC display features and functions are prohibited: continuous scrolling and/or traveling, flashing, spinning, rotating, and similar moving effects, and all dynamic frame effects or patterns of illusionary movement or simulating movement.

(6) In Commercial and Industrial Zones, all EMC display features and functions are permitted, with the exception of (a) flashing, which is prohibited, and (b) full motion video or film display via an electronic file imported into the EMC software or streamed in real time into the EMC. Full motion video as described shall be permitted by special exception only.

Author's clarification notes:

1. Electronic Message Center control and code enforcement issues have become a matter of great interest at the municipal level across the United States. This interest has been spurred primarily by the availability of EMC technology, its increasing quality, and the interest of sign owners / end users in utilizing the technology.

2. Most EMC signs installed today are illuminated via LEDs, or light emitting diodes. LEDs are the current industry standard for the illumination of EMC signs, and it is likely that this will remain so for the near future, until another technology is perfected that is both tolerant to outdoor environmental conditions, sufficiently bright, and cost effective. There may be other sources of illumination in the near future, so the term EMC is intended to refer to any on-premise sign that can display messages and change them at regular intervals via a computer-controlled interface.

3. From a legal and practical standpoint, experience indicates that local control of EMC signs is preferred over an outright ban. Some communities have attempted to implement a prohibition on EMC signs, but it should be noted that there has been a heavy cost associated with these types of bans – legal and administrative costs to the AHJ to defend such a ban; acrimony created within the community by the denial of this new communication technology without a scientific or traffic safety research basis; loss of the benefits created by enhanced EMC communication. In addition, a substantial percentage of EMC signs are installed at churches, municipal buildings, libraries, fire and rescue facilities, hospitals and out-patient medical offices. Therefore, a more prudent and balanced approach to EMC regulation based on sound scientific principles may serve the local AHJ in both the long and short terms.

Memorandum



Daytona Beach • DeLand

Post Office Box 2491
Daytona Beach, Florida 32115-2491
(386) 255-8171
CobbCole.com

To: Dennis Mrozek, Planning Manager, City of Daytona Beach
From: Deborah D. LaCroix, CLA
Date: June 29, 2017
Client/Matter #: Daytona Beach Kennel Club – Fifth Amendment to Planned Development - DEV2017-052
Subject: Summary of Neighborhood Meeting – June 28, 2017

A neighborhood meeting was held at the Daytona Beach Kennel Club and Card Room, 960 S. Williamson Boulevard, Daytona Beach, FL on June 28, 2017 at 6:00 p.m.

Our development team was present. See attached sign-in sheet.

No neighbors attended the meeting.

We look forward to this item being scheduled for Planning Board on July 27, 2017 and City Commission on September 6 and September 20, 2017.

Thanks.

Deb.

DAYTONA BEACH KENNEL CLUB
FIFTH AMENDMENT TO PLANNED DEVELOPMENT
TO ALLOW INCREASED FREQUENCY OF
CHANGE OF EMC SIGN

DEV2017-052

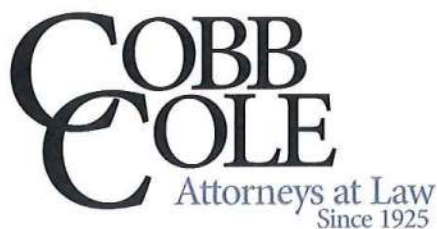
NEIGHBORHOOD MEETING
JUNE 28, 2017 6:00 P.M.
SIGN IN SHEET

NAME **ADDRESS** **TELEPHONE NUMBER**

Fred Guzman	960 S Williamson Blvd	386-252-6484
Debi Krump Cobb Cole		386/323-9244
Rob Merrill		

William M. Cobb
(1881-1939)
Thomas T. Cobb
(1916-2004)
W. Warren Cole, Jr.
(1926-2008)
C. Allen Watts
(1946-2015)

Harold C. Hubka
Scott W. Cichon
Robert A. Merrell III
John P. Ferguson
Thomas J. Leek
Mark A. Watts
Heather Bond Vargas
Kelly Parsons Kwiatek
Kathleen L. Crotty
Andrea M. Kurak



Daytona Beach • DeLand
149 South Ridgewood Avenue, Suite 700
Daytona Beach, Florida 32114
(386) 255-8171
CobbCole.com

Matthew S. Welch
Michael J. Woods
Michael O. Sznajstajler
Melissa B. Murphy
Pamela R. Masters
Robert E. Doan
Rachel I. Pringle
Kelsie W. Willett
Erica C. Johnson

OF COUNSEL
Thomas S. Hart
Larry D. Marsh
Maja Sander Bowler
William A. Parsons

RETIRED
Jay D. Bond, Jr.
Rhoda Bess Goodson

June 14, 2017

INVITATION TO NEIGHBORHOOD MEETING

Dear Neighbor:

The law firm of Cobb Cole has the pleasure of representing Daytona Beach Kennel Club, Inc., the owner of 38+/- acres of property located at 960 S. Williamson Boulevard in Daytona Beach, as shown on the attached map.

The property consists of an already approved Planned Development project including The Daytona Beach Kennel Club and Card Room. These uses will remain unchanged. The owner is amending the current Planned Development Agreement by increasing the frequency of change of copy on the existing electronic message center sign from every 60 seconds to every 10 seconds.

As future neighbors to the proposed development, we would like to invite you to discuss the project on **Wednesday, June 28, 2017 at 6:00 p.m.** at The Daytona Beach Kennel Club, located at 960 S. Williamson Boulevard, Daytona Beach, FL 32114.

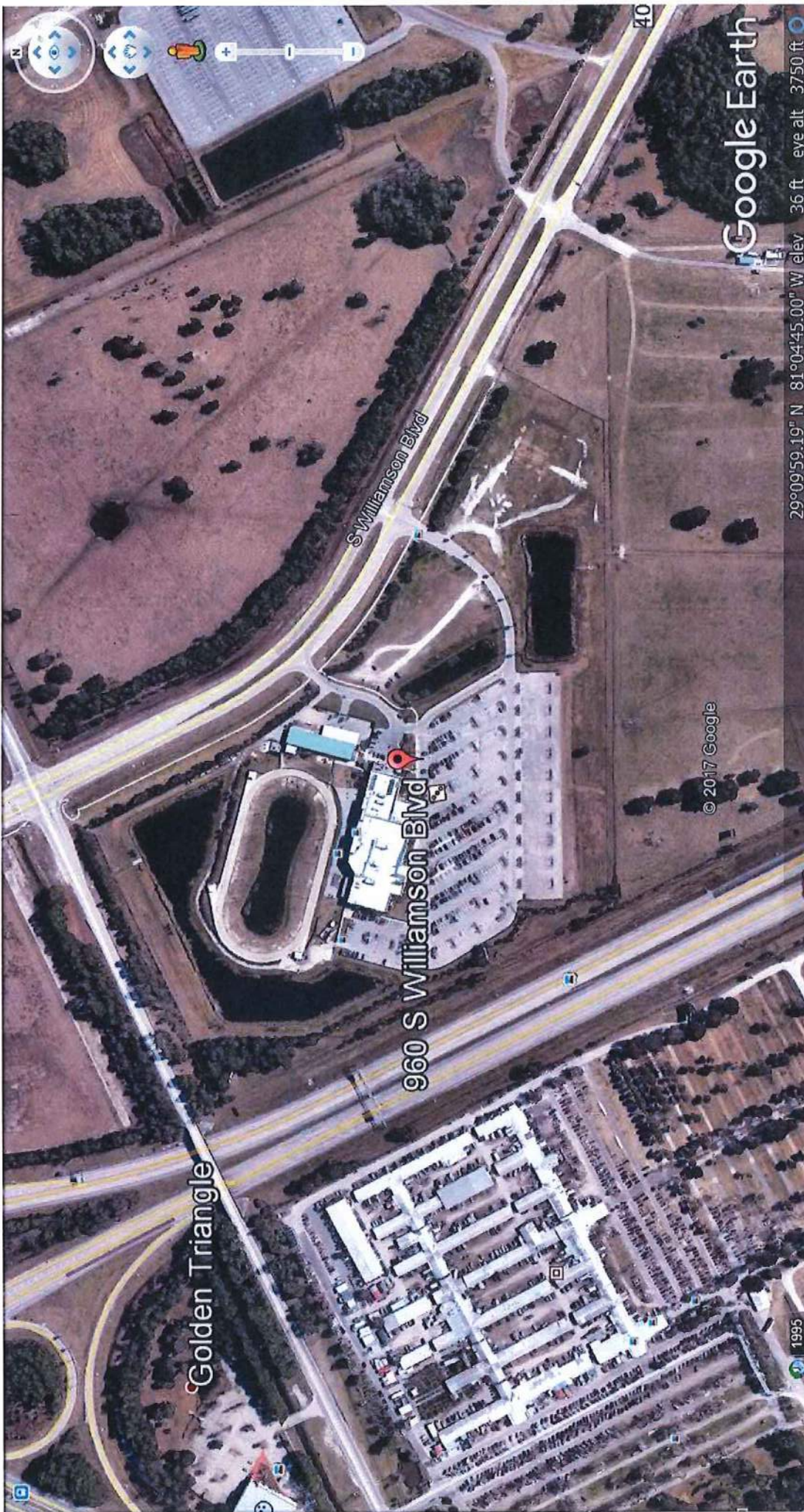
We look forward to seeing you at this meeting if you are interested in discussing this amendment to the existing project.

Sincerely,

Robert A. Merrell III

Direct Dial (386) 323-9263
Email Rob.Merrell@CobbCole.com
Fax (386) 944-7955

RAM:ddl
Enclosure(s)



Google Earth

29°09'59.19" N 81°04'45.00" W elev 36 ft eye alt 3750 ft

© 2017 Google

1995

5239-53-01-0010
County of Volusia
123 W. Indiana Avenue
DeLand, FL 32720-4253

5226-00-00-0130
Event Equipment Leasing, Inc.
1801 W. International Speedway Blvd.
Daytona Beach, FL 32114

5227-00-00-0130
Lakic Enterprises, Inc. & In Land We Trust, LLC
354 Pinewoods Road
Ormond Beach, FL 32174

5226-00-00-0140
NORPAK
c/o J. Sam Owens
400 S. Palmetto Avenue
Daytona Beach, FL 32114

5235-00-00-0020/5227-00-00-0141
Berrien H. Becks, Sr., Trustee
Berrien H. Becks Sr. Revocable Trust
P.O. Box 2140
Daytona Beach, FL 32115

5227-00-00-0140
Daytona Flea Market, LLC
125 N. Ridgewood Avenue
Daytona Beach, FL 32119

NEIGHBORHOOD MEETING NOTICE

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
7/28/17 AT 6:00 PM TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development Amendment

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

DBK 960 S. Williamson Blvd, DB, FL

INTERESTED PARTIES CAN CONTACT Cobi Cole

781-321-2063 FOR FURTHER INFORMATION.

NEIGHBORHOOD MEETING NO

A NEIGHBORHOOD MEETING HAS BEEN SCHEDULED
6/28/17 AT 6:00 PM TO INTRODUCE
THE FOLLOWING APPLICATION FOR THIS PROPERTY:

Planned Development Amendment

THE MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

DBKC; 960 S. Williamson Blvd., DB, FL

INTERESTED PARTIES CAN CONTACT Cobb Cole

AT 386/323-9263 FOR FURTHER INFORMATION

NEIGHBORHOOD MEETING NOTICE

NEIGHBORHOOD MEETING HAS BEEN SCHEDULED ON
8/17 AT 6:00 PM TO INTRODUCE THE
FOLLOWING APPLICATION FOR THIS PROPERTY:

zoned Development Amendment

MEETING WILL BE HELD AT THE FOLLOWING LOCATION:

BKC; 960 S. Williamson Blvd.; DB, FL

INTERESTED PARTIES CAN CONTACT Cobb Cole
AT 386/323-9263 FOR FURTHER INFORMATION.