

Planning Board
Draft Minutes

The City of Daytona Beach

Planning Board Meeting
July 27, 2017

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

8. **Fifth Amendment to Daytona Beach Kennel Club Planned District Agreement – DEV2017-052**

Staff Presentation:

Hannah Ward, Planner, presented the staff report which is included as part of the packet. Ms. Ward stated the request is to increase the frequency of the sign copy changes from 60 seconds to 10 seconds.

Applicant's Presentation:

Rob Merrell, Cobb & Cole, 149 S Ridgewood, spoke representing the applicant. Mr. Merrell stated he was involved in the development of the original requirements for the EMC signage. Mr. Merrell stated since that time, there have been many similar signs installed and it is now believed that there is no distraction to drivers if the message changes more frequently. Mr. Merrell stated the standard around the country is for the signage to change between every 4 to 12 seconds. Mr. Merrell distributed pictures of the existing electronic message center sign to the Planning Board members.

Mr. Newman asked if Mr. Merrell knew what the other cities in the area are doing regarding copy change.

Mr. Merrell stated some cities have flashing signage and video.

Mr. Barhoo stated the Holly Hill sign flashes.

Mr. Hurt stated the sign at the entrance to the municipal complex in Port Orange is used to display information messages about city events.

Mr. Newman stated signage is advertising for businesses and perhaps the city should be more lenient on sign requirements.

Public Comments:

There were no public comments.

Board Motion:

A motion was made by Mr. Hurt, seconded by Mr. Newman, to approve Fifth Amendment to Daytona Beach Kennel Club Planned District Agreement – DEV2017-052, in accordance with the staff report as presented. The motion carried unanimously (6-0).



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