

Beachside Redevelopment Board  
**Draft Minutes**

The City of Daytona Beach

Beachside Redevelopment Board Meeting  
September 18, 2017

*(Excerpts from the September 18, 2017 Beachside Redevelopment Board Meeting)*

**6. Comprehensive Sign Plan – Longboard CSP, DEV2017-096**

**Staff Presentation:**

Mr. Berger presented the Staff Report which was included as part of the packet. Mr. Berger stated the applicant was entitled to develop a Master Plan as part of the approved Longboard PD Agreement but did not meet the CSP eligibility criteria. Mr. Berger noted that the applicant had submitted a Text Amendment to run concurrent with this proposal. Mr. Berger stated the Text Amendment would allow this process to continue. Mr. Berger stated the recommendation for approval would include that all LDC waivers were approved by the City Commission and the approval of the Text Amendment by the City Commission that would allow the applicant's project to be eligible for a Comprehensive Sign Plan.

**Applicant's Presentation:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke representing the applicant. Mr. Merrell stated the project was under construction.

Ms. Nazak asked if there would be safeguards to limit lighting from projecting onto the beach.

Mr. Merrell stated the requirements in place would be adhered to.

Ms. Nazak stated she was concerned about the beer bottle image on top of a tiki hut.

Mr. Merrell stated this was the Landshark Bar & Grill and this would be a place where you wanted to attract people.

Mr. Denis asked if the signage would meet hurricane standards.

Mr. Merrell said absolutely and would have to be permitted and approved by the Building Department.

Mr. Denis stated he did not see any sign about truck deliveries. Mr. Denis stated one of his pet peeves was the delivery trucks parked on A1A in front of the Hilton and asked if there would be an unloading area.

Mr. Merrell stated vehicular circulation had nothing to do with signage. Mr. Merrell stated the site plan was approved. Mr. Merrell stated the traffic circulation had been worked out.

Ms. Tuggle asked if the sea turtle issue had been addressed.

Mr. Gross said there was nothing the city could do to waive that; that was enforced by Volusia County.

Mr. Merrell stated the applicant was getting that permit in place.

Ms. Tuggle asked if any of the signs would be in the right of way.

Mr. Gross stated they could not be in the right of way and all of the signs would be on private property.

Ms. Pyle stated she would like to see staff reports provided to the Board earlier than the Friday before the meeting.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Paspalakis, seconded by Mr. Denis, to approve Comprehensive Sign Plan – Longboard CSP, DEV2017-096, subject to adoption of the LDC Text Amendment, in accordance with the Staff Report as presented. The motion carried unanimously (6-0).