

Planning Board
Draft Minutes

The City of Daytona Beach

Planning Board Meeting
September 28, 2017

(Excerpts from the September 28, 2017 Planning Board Meeting)

5. **Rezoning to Planned Development-Redevelopment (PD-RD) – Victory Tattoo, DEV2017-055**

Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the property was located at 514 Main Street. Mr. Berger stated the City adopted an amendment allowing tattoo establishments as a permitted use in the heavy Industrial (M-5) and Business Automotive (BA) zoning districts and the amendment removed the prohibition of tattoo establishments in Redevelopment Areas.

Mr. Berger stated three waivers were requested: increasing window coverage to 40%; placement of a painted wooden sign over the doorway; and the request to allow the tattoo establishment use.

Mr. Newman asked how many applications have been received for tattoo establishments in the redevelopment zones since the ban had been lifted.

Mr. Berger stated there was this application being considered by the Planning Board plus two others. Mr. Berger stated he had talked with other individuals who were talking about submitting applications. Mr. Berger stated one tattoo business has opened on Beville Road which is in the BA zoning district.

Mr. Barhoo expressed concern about the amount of window coverage that is requested and felt other businesses may ask for additional coverage if the request is approved for this site.

Mr. Neal asked what the concern is about having wood signs without lights.

Mr. Berger stated the standards currently do not allow hand-painted wood signs.

Mr. Hurt stated it seems that every Planning Board meeting, signs were proposed that did not meet the Land Development Code. Mr. Hurt stated perhaps the Land Development Code

needed to be addressed regarding signs because of all of the requests received for signs that did not meet the code. Mr. Hurt stated we needed to address what was coming before the Planning Board if that was what the businesses wanted. Mr. Hurt suggested a LDC workshop should be held regarding signage so the code conformed to modern times.

Applicant's Presentation:

Rachel Pringle, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke representing the applicants, Bobby and Jennifer Finno Ellis, the owners of Victory Tattoo. Ms. Pringle stated the Applicants owned a tattoo establishment in Ormond by the Sea and would like to open a second shop on Main Street. Ms. Pringle stated the Applicant proposed to open the business six days a week. Ms. Pringle stated the entire front of the proposed location was windows; and while additional signage was requested for the windows, the doors were also floor to ceiling glass so there would still be a lot of visibility inside the building.

Bobby Ellis, 216 First Avenue, Daytona Beach, Florida, stated he and his wife were the owners of Victory Tattoo. Mr. Ellis stated he moved here from Atlanta and had not expected his business would do as well as it had. Mr. Ellis stated he had many customers from the Daytona Beach area as well as repeat customers who visit his store annually during their vacations. Mr. Ellis stated he felt his business would help boost the Main Street area.

Jennifer Finno Ellis, 216 First Avenue, Daytona Beach, Florida stated she and her husband had received a lot of support from the community for this project. Ms. Ellis stated everyone wanted to see business on Main Street. Ms. Finno stated her customer base would bring business to the other areas along Main Street.

Mr. Barhoo asked about the signage and the appropriateness of what would be displayed and the amount of sign coverage requested.

Ms. Pringle stated there was a sign plan included in the application and the proposed signs were clean and modern and the sign lettering is 24 carat gold.

Public Comments:

Sandy Murphy, 136 Park Avenue, stated she was very supportive of this business. Ms. Murphy stated the applicants had restored an old home in Daytona Beach which was now a show piece and she felt they would do the same for Main Street.

Linda Smiley, 357 Manhattan, Daytona Beach, Florida stated she supported this project. She stated she felt the business would be an asset to Main Street.

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida stated Main Street desperately needed this business and she urged the Board to approve this request.

Amy Pyle, 137 Park Avenue, Daytona Beach, Florida, stated the limitation on signage had always been a safety issue but as long as you could see through the windows, there shouldn't be a concern. Ms. Pyle stated this was a seed business that could survive and thrive right now. Ms. Pyle stated she supported the request for this business to be located on Main Street.

Richard Detore, 153 Lewis Street, Daytona Beach, Florida stated he was a tattoo artist who worked for Victory Tattoo. Mr. Detore stated customers did not want to enter a shop thinking they were getting a tattoo and then must be transported to another area of town where they actually received the tattoo. Mr. Detore stated Victory Tattoo was a clean place with experienced people who wanted to be involved in the community.

Board Comments:

Mr. Hurt stated he was excited to see a new business on Main Street.

Mr. Barhoo stated having local individuals owning and operating the business was a plus for the city.

Mr. Neal stated it was vital that we had good, upstanding businesses along Main Street.

Ms. Washington stated she looked forward to this business being located on Main Street and was impressed with the historic museum that was planned for the site as well.

Mr. Newman stated he had some reservations and did not feel this project would change the face of Main Street. Mr. Newman stated he did not see this business drawing tourists from the hotels to Main Street to shop. Mr. Newman stated this was a PD agreement where a change of use was requested but there was no real development or change to the building. Mr. Newman stated the use would be applied to the building, so if Victory Tattoo left, the use would remain and any other tattoo artist could move into this site.

Board Action:

A motion was made by Mr. Hurt, seconded by Mr. Servance, to approve Rezoning to Planned Development-Redevelopment (PD-RD) – Victory Tattoo, DEV2017-055, in accordance with the staff report as presented. The motion carried unanimously (6-0).