

Planning Board
Draft Minutes

The City of Daytona Beach

Planning Board Meeting
September 28, 2017

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

6. **Land Development Code Text Amendment – Article 6, DEV2017-101 (Legislative Hearing)**

Item 7, Comprehensive Sign Plan - Longboard, DEV2017-096, was included in the presentation and discussion as part of this item.

Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff reports for Items 6 and 7 which were included as part of the packet. Mr. Berger noted that the development was under construction. Mr. Berger stated if approved, there would be a significant increase in the amount of signage as opposed to what was currently allowed. Mr. Berger stated included in the packet was a table that listed all of the signage requested.

Mr. Barhoo asked if any additional waivers were requested after the City's Technical Review Team reviewed the application.

Mr. Berger stated what was included in the packet was all that was requested.

Mr. Newman asked if the Comprehensive Sign Plan applied to the entire property or just the sites that were under construction.

Mr. Berger stated the CSP applied to the entire parcel.

Applicant's Presentation:

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida stated the Comprehensive Sign Plan applied to the entire parcel; and if a hotel or condo was constructed in the future, an amendment would be needed for the CSP.

Mr. Newman asked how much of the signage proposed in the CSP would be used for the Landshark and how much would be left over for the future condo/hotel site.

Mr. Merrell stated 80% to 90% of what was proposed was shown on the plans for the Landshark and more would be needed once the hotel was constructed.

Mr. Hurt stated these were great projects and this was what the City had been looking for and he was excited about it.

Mr. Neal stated he was pleased to see the project coming to Daytona Beach.

Public Comments:

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida asked when the south beach approach would be completed.

Mr. Merrell stated he did not have the PD language with him but there was an existing area that would be enhanced as part of the construction.

Mr. Berger stated there was a provision in the PD for when the development occurs but it was not required as part of this project.

Mr. Merrell stated the access to the beach was there now and the south side would be part of the hotel project.

Board Motion:

A motion was made by Mr. Hurt, seconded by Mr. Barhoo, to approve Land Development Code Text Amendment – Article 6, DEV2017-101, in accordance with the staff report as presented. The motion carried unanimously (6-0).