




The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

MEMORANDUM

DATE: September 28, 2017

TO: James V. Chisholm, City Manager

FROM: Reed Berger, AICP, Redevelopment Director 

SUBJECT: Land Development Code Text Amendments – Amend Article 6
(DEV2017-101)

A request by Robert A. Merrell III, Esq., Cobb Cole, on behalf of Daytona JV LLC, to amend Section 6.10.O. to allow a Comprehensive Sign Plan in a Tourist Accommodations (T-1) or Planned Development-Redevelopment (PD-RD) zoning district located on the east side of Atlantic Avenue, south of International Speedway Boulevard on sites consisting of at least 6 acres.

Section 6.10.O, of the Land Development Code, *Comprehensive Sign Plan*, is amended to read as follows (addition indicated by underlined bold text):

O. **Comprehensive Sign Plans.**

1. A comprehensive sign plan (CSP) may be approved for a development that:
 - a. Is located in a MS district; or
 - b. Consists of at least 35 contiguous acres, is located in an HM district, and contains a mix of uses, including parking garage, emergency room, medical office, and other hospital uses; or
 - c. Consists of at least 35 contiguous acres and contains a college or university; or
 - d. Is a retail center located along International Speedway Boulevard on sites exceeding 35 acres or located along the west side of Atlantic Avenue (A1A) on sites exceeding 25 acres; or
 - e. **Is located in a T-1 or PD-RD district and is located on the east side of Atlantic Avenue (A1A) south of International Speedway Boulevard, on a site consisting of at least 6 acres.**
2. For purposes of paragraph 1 above, property is contiguous where it is separated only by a public road.

3. The CSP shall:
 - a. Identify all existing and proposed signs by general location and size; and
 - b. Be consistent with the comprehensive plan; and
 - c. Comply with the intent and purpose of Section 6.10. Signage and, if applicable, Section 4.6.B., Hospital/Medical (HM), or Section 4.6.C., Major Sports (MS).
4. To the extent the CSP includes standards different from those in this Code, the CSP shall control development of signs on the property subject to the CSP. To the extent the CSP does not address a particular subject, this Code shall control.
5. CSPs shall be subject to review and recommendation by the Planning Board and approval by resolutions of the City Commission at a public hearing. CSPs applying to a development within a Redevelopment Area shall be submitted for review and recommendation by the Redevelopment Board for that area prior to Planning Board or City Commission.
- 6. To the extent the CSP applies to a PD-RD district, the CSP shall reference the recorded Planned District Agreement by Book and Page and be recorded by the applicant in the Volusia County Public Records.**

The proposed text amendment is required before the Longboard CSP application can be considered for approval by the City Commission.

At the September 28, 2017 Planning Board Meeting, the Board recommended approval 6-to-0. Staff supports the Planning Board recommendation to the City Commission.