




The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

MEMORANDUM

DATE: April 12, 2018
TO: James V. Chisholm, City Manager
FROM: Reed Berger, Redevelopment Director 
SUBJECT: Land Development Code Text Amendments – Amend Article 6 (Signage)
(DEV2018-024)

A request by the Development and Administrative Services Department, Redevelopment Division, to amend Section 6.10 (Signage) of the Land Development Code (LDC) to remove the prohibition of roof signs in redevelopment areas and permit roof signs in certain redevelopment zoning districts. The proposed text amendment will provide greater flexibility for businesses seeking to increase visibility of their location for the driving public.

Roof signs are currently prohibited in all five redevelopment areas of the City. Roof signs are currently permitted in all business and tourist districts in the City except for redevelopment areas. One of the reasons roof signs were originally prohibited in redevelopment areas was a desire to improve the aesthetic quality of the historic central business districts located in the Downtown and Main Street areas. An adverse consequence of prohibiting roof signs in redevelopment areas without regard to the character of each zoning district has resulted in limited choices of sign types that are available to businesses located outside the historic commercial centers of the community.

At the March 22, 2018 Planning Board meeting, the Board recommended approval 6-to-0. Staff supports the Planning Board recommendation to the City Commission.

The first reading will be heard before the City Commission on May 2, 2018 and the Public Hearing for adoption will be heard on May 16, 2018.