




# The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

## MEMORANDUM

DATE: November 21, 2018

TO: James V. Chisholm, City Manager

FROM: Dennis Mrozek, AICP, Planning Director 

SUBJECT: Sixth Amendment to Daytona Beach Kennel Club Planned District Agreement (DEV2018-089)

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A request by Robert A. Merrell III, Esquire, Cobb Cole, on behalf of Daytona Beach Kennel Club, Inc., to amend the Daytona Beach Kennel Club Planned District (PD) Agreement to incorporate the existing billboard as an on-site sign and allow for additional wall signage on property located at 960 S. Williamson Boulevard.

### **Proposed Modifications:**

The applicant has requested modifications to the requirements in Section 6.10.J.6.b of the LDC in order to accommodate the proposed EMC sign, as follows:

- *Maximum Number of EMC Signs* (Section 6.10.J.6.b.iii) – The LDC only allows one EMC sign within the same development or contiguous parcel of property. The property currently contains one EMC monument sign. The applicant is requesting a modification to allow for two (2) EMC signs on the property to allow for the development of the proposed EMC pole sign.
- *Sign Setbacks* (Section 6.10.J.6.b.iv) – The LDC requires EMC signs to be set back at least ten (10) feet from the right-of-way and at least 25 feet from the side property lines. The applicant is requesting to waive this requirement to ensure that the existing sign can be replaced in its current location.
- *Sign Type* (Section 6.10.J.6.b.vi) – The LDC requires EMC signs to be developed as monument signs with a maximum height of eight (8) feet above grade. The applicant has proposed to development an EMC pole sign with a maximum height of 50', consistent with the EMC signs that are currently in existence within the City along I-95.
- *Maximum Sign Area* (Section 6.10.J.6.ix) – The LDC limits the sign cabinet and finished constructed base of an EMC sign to 360 sf, excluding up to 22 sf for the base of the sign.

The applicant has requested to development a 50' EMC pole sign with approximately 376 sf of digital display and 525 sf of static display, consistent with the EMC signs that are currently in existence within the City along I-95.

- *Static Sign Area* (Section 6.10.J.6.x) – The LDC currently restricts additional static display on the sign cabinet of an EMC sign to 15% of the size of the sign cabinet. The applicant is proposing to development an EMC sign with approximately 376 sf of digital (EMC) display and 525 sf of static display. The proposed size of the static display exceeds the 15% requirement detailed above.
- *Interval of Sign Copy Change* (Section 6.10.J.6.xiii) – The LDC only allows the sign copy on an EMC sign to intervals no less than sixty (60) seconds. Consistent with the 5<sup>th</sup> Amendment to the Daytona Beach Kennel Club PD that was approved on July 29, 2018, for the existing EMC sign, the applicant proposes to increase the rate of change of the sign copy for the proposed EMC sign to intervals no less than ten (10) seconds.
- *Sign Graphics* (Section 6.10.J.6.b.xiv) – The LDC does not allow graphics to be displayed at any time on the display screen area of an EMC sign. Consistent with the 3<sup>rd</sup> Amendment to the Daytona Beach Kennel Club PD that was approved on October 4, 2017, for the existing EMC sign, the applicant proposes to allow static graphics and multiple background, foreground, and text colors to be displayed on the proposed EMC pole sign.

At the October 25, 2018 Planning Board meeting, the Board recommended approval 6-to-0. Staff supports the Planning Board recommendation to the City Commission.