

MINUTES  
REGULAR MEETING – PLANNING BOARD  
April 24, 2014

Minutes for the Regular Planning Board Meeting for the City of Daytona Beach, Florida, held on Thursday, April 24, 2014 at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present:

Robert Hoitsma, Chair  
Tony Barhoo  
Michael Benedict  
Tim Davis  
Pat Drago  
Ned Harper  
Jeff Hurt  
Larry Moore  
Cathy Washington

Board Members Absent:

James Neal

Staff Members Present:

Richard Walton, Planning Director  
Reed Berger, Redevelopment Director  
Dennis Mrozek, Principal Planner  
Marianne Pulaski, Planning Technician  
Ben Gross, Assistant City Attorney  
Becky Groom, Board Secretary

1. **Call to Order Minutes**

Chairman Hoitsma called the meeting to order at 6:05 p.m.

2. **Roll Call**

Ms. Drago called the roll and noted members present as stated above.

3. **Approval of the Minutes**

Approval of the Minutes – March 27, 2014

Mr. Hurt asked that the first sentence on Page 12 be corrected to read that Ms. Avallone recommended that Mr. Hurt abstain from *talking*, not voting as was stated in the minutes that were presented.

**Board Motion:**

Mr. Hurt made a motion to approve the March 27, 2014, minutes as corrected. Ms. Washington seconded the motion.

**Board Action:**

The motion was approved unanimously 9-0.

4. **Rezoning, Planned Commercial Development – Nova Oaks Business Park, DEV2013-132 (Quasi Judicial Hearing)**

Mr. Gross stated that Mr. Davis has completed a Conflict of Interest form for this item.

**Staff Presentation:**

Mr. Mrozek presented the staff report which is included in the packet for the property located at 840 S. Nova Road. Mr. Mrozek stated the application is for the purpose of expanding the existing PCD boundaries, establishing permitted uses and entering into a PCD Agreement and proposing two new signs in addition to the existing monument sign along Nova Road. Mr. Mrozek stated one of the proposed signs is to be located on Nova Road and one will be located on Bellevue. Mr. Mrozek stated that staff recommends approval.

**Applicant Presentation:**

Joe Hopkins, Performance Group, 100 Marina Point Drive, stated the project is 76% built out and the signage is an important component for the businesses. Mr. Hopkins stated the code allows for a 10 foot high sign with a 2 foot base and the request is for a 12 foot high sign.

**Board Comments:**

Ms. Drago asked why the two signs are not combined and placed on the Nova Road frontage.

Mr. Hopkins stated Entenmanns's is the current tenant along Nova Road and one of their requirements is to have an identification sign. Mr. Hopkins stated Entenmanns's is the only business that fronts on the public right of way and is the only retail element in the park. Mr. Hopkins stated the directory signs will be identification for the other businesses in the park.

Mr. Moore stated the applicant has done an excellent job in the area and stated that he understands the need for the signage and has no problem with it.

Ms. Drago stated she understood the need for the signage.

Mr. Hurt stated he agreed with the signage request and the request is similar to what was done for Halifax Hospital and Daytona State College.

**Public Comments:**

There were no public comments.

**Board Motion:**

Mr. Hurt made a motion, seconded by Mr. Moore, to approve Rezoning, Planned Commercial Development – Nova Oaks Business Park, DEV2013-132.

**Board Action:**

The motion was approved 8-1 (Mr. Davis abstained)

5. **Rezoning, Planned Commercial Development, Third Amendment – Gateway Daytona PCD, DEV2014-029 (Quasi Judicial Hearing)**

**Staff Presentation:**

Mr. Berger, Redevelopment Director, stated this is a request to extend the PCD Agreement for five years. Mr. Berger stated the Main Street Redevelopment Board reviewed this request and recommended approval 8-0. Mr. Berger stated staff recommends approval.

**Applicant's Presentation:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, stated the request is simply for a time extension. Mr. Merrell stated the project is not bank owned or financed and will be privately financed.

**Board Comments:**

Mr. Hurt stated he is glad to see the applicant requesting an extension instead of not completing the project.

Mr. Moore stated the project has already been extended 7 years and this request will extend it to 2024 and that concerns him.

Mr. Merrell stated the reason for the delay is due to the untimely death of the principal partner. Mr. Merrell stated the applicant has expressed a strong interest in developing the project.

**Public Comments:**

There were no public comments.

**Board Motion:**

A motion as made by Mr. Hurt, seconded by Ms. Washington, to approve Rezoning, Planned Master Development, 3rd Amendment – Gateway Daytona PCD, DEV2014-029.

**Board Action:**

The motion was approved unanimously 9-0.

6. **Rezoning, Planned Master Development 2<sup>nd</sup> Amendment – First United Methodist Church PMD, DEV2014-031 (Quasi Judicial Hearing)**

**Staff Presentation:**

Mr. Mrozek presented the staff report which is included in the packet. Mr. Mrozek stated if the request is approved, the PMD Agreement will run through June 15, 2019. Mr. Mrozek stated the applicant is requesting to add multi-family use to permitted uses and the project will encompass 78 acres. Staff recommends approval.

Mr. Moore asked why the applicant is requesting multi-family use.

Mr. Mrozek stated there is a deed restriction on the property restricting multi-family use until 2020, and the applicant has requested that it be noted that the restriction will be removed in 2020.

**Applicant's Comments:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, stated the down turn in the economy had an effect on the project.

**Public Comments:**

There were no public comments.

**Board Motion:**

A motion was made by Mr. Hurt, seconded by Mr. Barhoo, to approve Rezoning, Planned Master Development 2<sup>nd</sup> Amendment – First United Methodist Church PMD, DEV2014-031.

**Board Action:**

The motion was approved unanimously 9-0.

7. **Rezoning, Residential Planned Unit Development 1<sup>st</sup> Amendment – Bayberry Cove RPUD, DEV2014 -028 (Quasi Judicial Hearing)**

**Staff Presentation:**

Mr. Mrozek presented the staff report which is included in the packet. Mr. Mrozek stated the request adds 7 acres to the proposed 597 acre project. Mr. Mrozek stated the applicant is requesting an extension of 5 years to the PUD agreement and to add 7 acres to the project to bring it to a total of 604 acres. Mr. Mrozek stated that staff has included a requirement that the project conform to “Firewise” standards. Staff recommends approval.

**Applicant Presentation:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, stated the request is for an extension of time and to add 7 acres. Mr. Merrell stated regarding the “Firewise” standards, a portion of the area has been cleared for pasture and the remainder of the property is wetlands.

Mr. Walton stated the “Firewise” standards will be addressed when the project is presented for development.

**Board Comments:**

Mr. Moore asked why there is a request for an extension.

Mr. Mrozek stated there is a requirement in the agreement that the project be platted this year so the request for extension is to address that requirement.

**Public Comments:**

There were no public comments.

**Board Motion:**

Ms. Washington made a motion, seconded by Mr. Moore, to approve Rezoning, Residential Planned Unit Development 1<sup>st</sup> Amendment – Bayberry Cove RPUD, DEV2014 -028.

**Board Action:**

The motion was approved unanimously 9-0.

8. **Land Development Code Text Amendment – Permitting Digital Billboards along Interstate 95, DEV2014-016**

**Staff Presentation:**

Mr. Mrozek presented the staff report which is included in the packet. Mr. Mrozek stated that currently billboards are only permitted along I-95 and electronic message centers are permitted in certain zoning districts within the City but are designed for monument signs, not billboards. Mr. Mrozek stated that currently, EMC's permit timing changes every 60 seconds and the applicant is requesting that timing changes on billboards be permitted at every 6 seconds. Mr. Mrozek stated that other cities require that when a digital billboard is installed, other standard billboards must be removed and noted that the applicant has not proposed removal of any existing billboards. Mr. Mrozek stated that approval of the request would be a policy decision by the City Commission after a recommendation is made by the Planning Board.

Mr. Moore stated the request needs more study before he could support a recommendation to the City Commission.

Mr. Mrozek stated other cities have approved digital billboards and he could check with other municipalities to see what was done in order to approve the application.

Ms. Washington expressed concern about the image changing every 6 seconds. She stated she feels she needs more information before she could make a decision.

Mr. Barhoo stated he would like information on how other cities have handled these requests.

Mr. Benedict stated 6 seconds is the industry standard.

Ms. Drago stated this could be an opportunity to improve and upgrade existing signage.

**Applicant Presentation:**

Drew Williams, Lamar Company, 150 S. Peninsula, stated he is seeking a text amendment only on I-95 and a location has not been determined. Mr. Williams stated the code has not been changed since 2003 and technology has changed

since that time. Mr. Williams stated DOT regulates the time change and 6 seconds is their minimum recommendation.

Mr. Moore asked Mr. Williams if he would have an objection to this item being postponed since his request is only for a text amendment.

Mr. Williams stated if the Board needs more information, he will provide it.

Mr. Walton stated he hopes the applicant will be able to provide information the Board may need, such as information from other cities and DOT permits. Mr. Walton stated he would look to the applicant to provide as much information as possible since it is their industry.

Ms. Washington suggested delaying the request for two months.

Mr. Williams indicated he can get us this information tomorrow.

**Public Comments:**

Vern Weatherholtz, 3 Granville Circle, stated he feels it appears the code change is being made specifically for one company.

Mr. Walton stated the code change would apply to any business that made an application to the city.

Mr. Hurt stated the regulations will apply to the entire industry, not just this particular business, and stated the Board is requesting more information in order to make an informed decision.

Mr. Weatherholtz stated he did not feel it is appropriate for the applicant to provide information to the Board and the Board should act on staff's recommendation, not the applicant's.

**Board Motion:**

A motion was made by Mr. Hurt, seconded by Mr. Moore, to continue Land Development Code Text Amendment – Permitting Digital Billboards along Interstate 95, DEV2014-016 until the June 26, 2014, Planning Board Meeting.

**Board Action:**

The motion carried unanimously 9-0.

9. **Other Business**

- a. Downtown/Balough Road Redevelopment Area Board Report

Ms. Washington stated the Board met on April 1 and approved a request for outdoor table service at 100 Bay Street. Ms. Washington stated the Board discussed the streetscape along Beach Street.

b. Midtown Redevelopment Area Board Report

Mr. Barhoo stated the Board met on April 8 and approved a request for Daytona Toyota South at the former Lincoln-Mercury site behind Krispy Kreme. Mr. Barhoo stated a workshop was held on April 22. Mr. Barhoo stated Mr. Gross did an excellent job and provided the Board with very useful and helpful information.

c. Main Street/South Atlantic Redevelopment Area Board Report

Mr. Davis stated the Main Street/South Atlantic Redevelopment Board met and the Boardwalk LLC and Blue Water requests were continued.

d. Public Comments

There were no public comments.

e. Staff Comments

Mr. Walton asked that the Board provide updated contact information to staff.

f. Board Comments:

Mr. Moore asked for the status of the text change regarding submerged lands.

Mr. Walton stated that information is in the draft Land Development Code.

Ms. Washington stated a letter is included in Board member folders regarding Tarragona Way and asked when that will be presented to the City Commission. (See attachment A)

Mr. Walton stated that item is scheduled for the next City Commission meeting.

Ms. Drago asked if what is presented to the Board regarding billboards will be presented as a text amendment for the Land Development Code.

Mr. Mrozek stated it will be presented as draft language for a text amendment.

Ms. Washington stated the auto mall requested digital signage and there was extensive discussion about that request. Ms. Washington stated she feels more information is needed before a decision can be made.

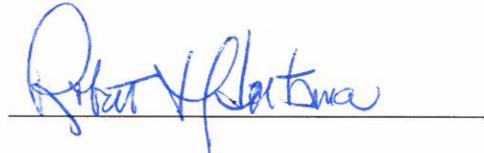
Mr. Hurt agreed that he needs more information on the digital sign request.

Mr. Moore noted that there are 5 members on the Board who were not on the Planning Board when the sign code was previously discussed.

Mr. Barhoo stated he would like to see policies from other cities regarding digital billboards.

Mr. Benedict stated the industry is changing across the country and what the applicant is requesting is not abnormal.

**Adjournment:** The meeting adjourned at 7:23 p.m.



Robert Hoitsma, Chair

ATTEST:



Pat Drago  
Secretary

April 21, 2014

Tim Davis, Zone 3

City of Daytona Beach- Planning Board

301 South Ridgewood Ave

Daytona Beach, FL 32114

Dear Mr. Davis,

It would have been an unwise decision to have amended the Large Scale Comprehensive Plan when the Tarragona Shoppes Strip mall was first proposed.

It still is.

We are a unique, as well as, historic neighborhood. Help us protect and enhance this choice residential area.

Vote NO to this shopping center!

Instead, think of a natural open green space for this location.

Thank you.

Sincerely,



Anita Parrish Emery

219 Tarragona Way

Daytona Beach, FL 32114

(386)252-4346



Tina Sue Velasquez

205 Tarragona Way

Daytona Beach, FL 32114

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