



The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8180

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AGENDA

DOWNTOWN REDEVELOPMENT BOARD

Wednesday, March 20, 2019 - 12:00 P.M.

SPECIAL MEETING

City Commission Chambers - City Hall

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

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1. **Call to Order**
 2. **Roll Call**
 3. **Wall Graphics – 242 S. Beach Street (Cinematique wall on Ivy Lane)**

A request by Jack White, on behalf of the property owner, Robert Mansour, to apply wall graphics to the south wall of 242 S. Beach Street (Cinematique wall on Ivy Lane).
 4. **Public Comments**
 5. **Board Comments**
 6. **Adjournment**



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MEMORANDUM

DATE: March 4, 2019
TO: Downtown Redevelopment Board
FROM: Reed Berger, Redevelopment Director
SUBJECT: Wall Graphics – Cinematique 242 Beach Street (Ivy Lane)

Jack White, on behalf of local artist Beth O'Connor, and property owner Robert Mansour, is requesting approval to apply wall graphics to the south wall of 242 S. Beach Street (Cinematique wall on Ivy Lane). A location map is attached.

The Board shall determine whether or not the proposed wall graphics attached to this memorandum are an aesthetic enhancement of the building and that the scale, design, intensity, and character are consistent with the design of the building and compatible with the building and surrounding structures in compliance with the Land Development Code requirements in Section 6.10.J.13 - Wall Graphics and Architectural Embellishments (attached).

Staff recommends that the Board consider approval of the wall graphics as presented by the applicant.

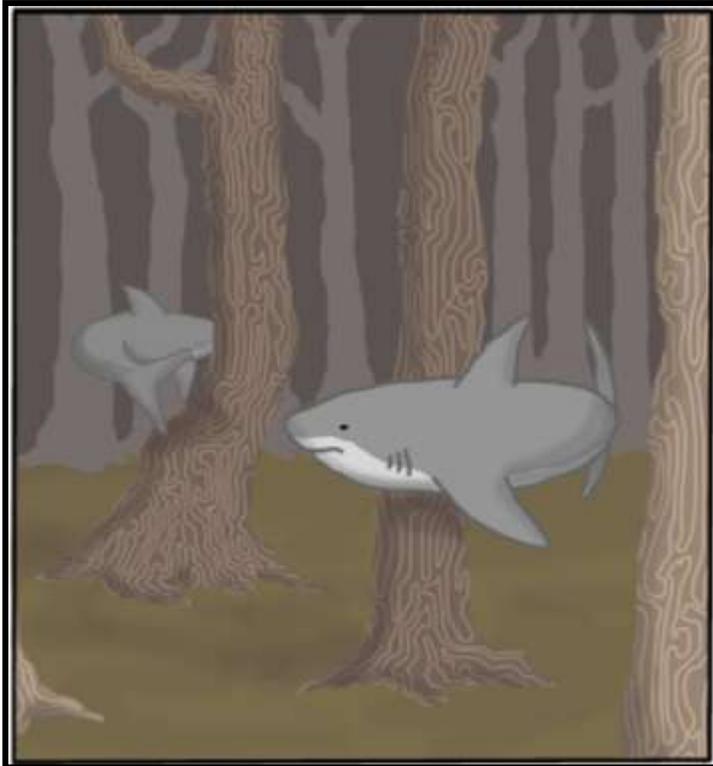


LOCATION MAP



FIVE WALL GRAPHICS

To be completed for the March 30th Art Attack & Wine Tour event, a Downtown Development Authority event located on Beach Street



Land Development Code requirements in Section 6.10.J.13

13. Wall Graphics and Architectural Embellishments.

a. A wall graphic is a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo.

b. An architectural embellishment is a three-dimensional architectural decoration added to a building for aesthetic purposes.

c. Wall graphics and architectural embellishments may be permitted in any district, subject to the review and approval as follows:

i. In Redevelopment Areas, wall graphics and architectural embellishments may be permitted by the Redevelopment Board for the area.

ii. In other areas of the City, wall graphics are subject to review and approval by the Planning Board and architectural embellishments are subject to review and approval by City staff.

d. Wall graphics and architectural embellishments shall comply with the following standards:

i. The wall graphic or architectural embellishment shall be applied to a prepared wall surface free of cracks, peeling paint, or stucco, and shall be covered with a protective coat to minimize deterioration.

ii. Wall graphics and embellishments shall be for the aesthetic enhancement of the building. Scale, design, intensity, and character shall be consistent with the design of the building, and compatible with the building and surrounding structures.

iii. No written messages, logos, arrows, or bare bulbs shall be part of the wall graphic or embellishment.

iv. Wall graphics or embellishments shall be applied and constructed strictly in accordance with the approved application. Any deviation from the approved plan or rendering, in materials or style, shall require removal of the wall graphic or embellishment within five days of notice.

e. Any variance from these standards or appeal from a determination made pursuant to this paragraph shall be reviewed by the Planning Board, whose decision shall be final administrative action.