

MINUTES

REGULAR MEETING – PLANNING BOARD  
February 22, 2024

Minutes of the Regular Meeting of the Planning Board for the City of Daytona Beach, Florida, held on Thursday, February 22, 2024, at 6:00 p.m. in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

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1. **Call to Order**

Mr. McLean Chair, called the meeting to order.

2. **Roll Call**

**Board Members Present:**

Tony Barhoo	Present
Michael McLean, Chair	Present
James Newman	Present
Milverton Robinson	Present
Tony Servance	Present
Cathy Washington	Absent
Vernon Weatherholtz Vice Chair	Present

Also Present:

Dennis Mrozek, Planning Director  
David Russell, Assistant City Attorney  
Doug Gutierrez, Planning Manager  
Hannah Ward, Senior Planner  
Vanessa Trimble, Planning Technician  
Luci Brito, Office Specialist

3. **Approval of the Minutes** - January 25, 2024

Approval of the Minutes of the January 25, 2024, Planning Board Meeting held at City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

A motion was made by Mr. Newman, seconded by Mr. Weatherholtz, to approve the minutes. The motion passed (6-0) with the breakdown as follows:

Tony Barhoo,	Yes
Michael McLean, Chair	Yes
James Newman	Yes
Milverton Robinson	Yes
Tony Servance	Yes

Vernon Weatherholtz Vice Chair Yes

4. **5th Amendment to Tomoka Town Center PD – Planned Development-General (PD-G) Rezoning – DEV2023-405 (Quasi-Judicial Hearing)**

A request by Jessica Gow, Esq., Cobb Cole, on behalf of Ashley Global Retail LLC (property owner), to amend the Tomoka Town Center Planned District (PD) Agreement to increase the maximum permitted wall signage for the Ashley Furniture Store currently under construction on Lot 8 of Parcel A within Tomoka Town Center. The property is generally located east of I-95, south of LPGA Boulevard, and west of Cornerstone Boulevard, at 1270 Cornerstone Blvd.

**Staff Presentation:**

Hannah Ward, Senior Planner presented the staff report which was included as part of the packet. A request by Jessica Gow, Esq., Cobb Cole, on behalf of Ashley Global Retail LLC (property owner), to amend the Tomoka Town Center Planned District (PD) Agreement to increase the maximum permitted wall signage for the Ashley Furniture Store currently under construction on Lot 8 of Parcel A within Tomoka Town Center. The property is generally located east of I-95, south of LPGA Boulevard, and west of Cornerstone Boulevard, at 1270 Cornerstone Blvd.

Provided all LDC modifications are accepted, Staff recommends approval of the 5th Amendment to the Tomoka Town Center PD to increase the maximum permitted wall signage for the Ashley Furniture Store under construction on Lot 8 of Parcel A within Tomoka Town Center.

Mr. McLean asked if there was a way of changing the L.D.C. so applicants would not have to ask for modifications.

Mr. Mrozek advised that the L.D.C. was constantly being looked at and modified to meet the needs of the applicants and the city. He added the reason why we have Planned Development is for this very reason, so each project has its own variables.

Mr. Weatherholtz asked if something could be written for specific areas of the city.

Mr. Newman asked how this signage compared to the other buildings and projects in the Tomoka town Center.

**Applicant Presentation:**

Rob A. Merrell III, Esq., Cobb Cole, 129 S. Ridgewood Avenue, Daytona Beach, Florida spoke on behalf of Ashley Global Retail LLC (property owner), to amend the Tomoka Town Center Planned District (PD) Agreement to increase the maximum permitted wall signage for the Ashley Furniture Store currently under construction on Lot 8 of Parcel A within Tomoka Town Center. The property is generally located east of I-95, south of LPGA Boulevard, and west of Cornerstone Boulevard, at 1270 Cornerstone Blvd.

Mr. Merrell stated he was anticipating Mr. Newman's question and provided the board with a mockup of what the building would look like with the signage modifications. He advised that the signage was to scale and appropriate with the overall development of the site.

A motion was made by Mr. Newman, provided all LDC modifications are met, to approve the 5th Amendment to Tomoka Town Center PD – Planned Development-General (PD-G) Rezoning – DEV2023-405. The motion was seconded by Mr. Servance. The motion passed (6-0) with the breakdown as follows:

Tony Barhoo,	Yes
Michael McLean, Chair	Yes
James Newman	Yes
Milverton Robinson	Yes
Tony Servance	Yes
Vernon Weatherholtz Vice Chair	Yes

**5. U-Haul – Planned Development-Redevelopment (PD-RD) Rezoning – DEV2021-071 (Quasi-Judicial Hearing)**

A request by Robert Merrell from Cobb Cole Law Firm on behalf of U-Haul Company of Florida 905 LLC, property owner, to rezone 4.6± acres of property from Redevelopment Midtown – University Transition (RDM-4) to Planned Development-Redevelopment (PD-RD), to allow the use of moving and storage rental, self-storage facility, propane tank filling and associated site improvements. The site is generally located at the NW corner of W. International Speedway Boulevard (ISB) and N. Lincoln Street (700 W. ISB). **REQUEST TO CONTINUE TO MARCH 28, 2024, PLANNING BOARD MEETING.**

A motion was made by Mr. Newman to continue U-Haul – Planned Development-Redevelopment (PD-RD) Rezoning – DEV2021-071. The motion was seconded by Mr. Barhoo. The motion passed (6-0) with the breakdown as follows:

Tony Barhoo, Chair	Yes
Michael McLean, Chair	Yes
James Newman	Yes
Milverton Robinson	Yes
Tony Servance	Yes
Vernon Weatherholtz Vice Chair	Yes

6. **Exhalt Health – Hospital Medical (HM) – Rezoning – DEV2023-430 (Quasi-Judicial Hearing)**

A request by Joseph H. Hopkins, P.E., The Performance Group, on behalf of VICTOR LLC (property owner), to rezone 3.7± acres of property from Planned Development-General (PD-G) to Hospital Medical (HM), to allow for uses associated with the HM zoning designation and associated site improvements. The property is generally located on the southwest corner of the intersection of Mason Avenue and Clyde Morris Boulevard.

**Staff Presentation:**

Dennis Mrozek, Planning Director presented the staff report which was included as part of the packet. A request by Joseph H. Hopkins, P.E., The Performance Group, on behalf of VICTOR LLC (property owner), to rezone 3.7± acres of property from Planned Development-General (PD-G) to Hospital Medical (HM), to allow for uses associated with the HM zoning designation and associated site improvements. The property is generally located on the southwest corner of the intersection of Mason Avenue and Clyde Morris Boulevard.

Staff recommends approval of the rezoning amendment of 3.3± acres from Planned Development General (PD-G) to Hospital/Medical (HM), to allow for the development of the rehabilitation facility.

Mr. McLean wanted more information about the applicant.

Mr. Hopkins stated that Victor LLC is owned by the Fisher family. The Fisher family has invested in several Daytona Beach projects.

**Applicant Presentation:**

Joseph H. Hopkins, P.E., The Performance Group, on behalf of VICTOR LLC (property owner), to rezone 3.7± acres of property from Planned Development-General (PD-G) to Hospital Medical (HM).

Mr. Barhoo asked what type of hospital was planned.

Mr. Hopkins stated the planned hospital is an in-patient medical rehab facility.

Mr. Robinson asked that the developer keep in mind that the surrounding neighborhood is historic. As well as traffic issues within the area.

A motion was made by Mr. Barhoo to approve Exhalt Health – Hospital Medical (HM) – Rezoning – DEV2023-430. The motion was seconded by Mr. Newman. The motion passed (6-0) with the breakdown as follows:

Tony Barhoo,	Yes
Michael McLean, Chair	Yes
James Newman	Yes
Milverton Robinson	Yes
Tony Servance	Yes
Vernon Weatherholtz Vice Chair	Yes

7. **Beachfront Addressing Requirements - Land Development Code Text Amendment DEV2024-106 (Legislative Hearing)**

A request by the Growth Management and Planning Department, to amend Article 9, Section 9.2.B – Local Amendments to International Property Maintenance Code, of the Land Development Code, to add requirements for visible addressing to the beachfront for oceanfront buildings.

**Staff Presentation:**

Dennis Mrozek, Planning Director presented the staff report which was included as part of the packet. A request by the Growth Management and Planning Department, to amend Article 9, Section 9.2.B – Local Amendments to International Property Maintenance Code, of the Land Development Code, to add requirements for visible addressing to the beachfront for oceanfront buildings.

Staff recommends approval of the request to add requirements for visible addressing to the beachfront for oceanfront buildings. A majority vote of the Planning Board members present and voting is required to recommend approval to the City Commission.

Mr. McLean asked if we could look into possibly changing the code so that the street side of the buildings would have to be numbered in the same fashion.

Mr. Robinson stated there were several typos in the new language of the amendment. He also wanted to know if the city would consider requiring this on the buildings which are on the Halifax River.

Mr. Weatherholtz wanted the names of the buildings in conjunction with the number.

Mr. Mrozek stated that would have to be dealt with in the project’s signage plan. He also stated the city could not control the content of the sign.

Mr. John Nicholson 413 Grandview Avenue. Mr. Nicholson stated the requirement of lettering 12 inches high, being too much.

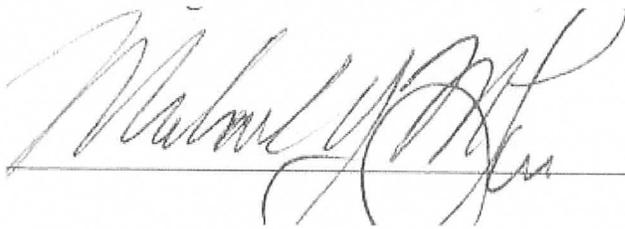
A motion was made by Mr. Barhoo to approve Beachfront Addressing Requirements - Land Development Code Text Amendment DEV2024-106. The motion was seconded by Mr. Newman. The motion passed (6-0) with the breakdown as follows:

Tony Barhoo,	Yes
Michael McLean, Chair	Yes

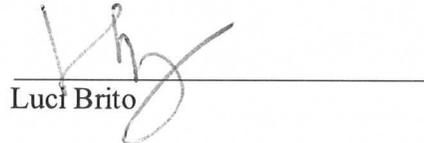
James Newman	Yes
Milverton Robinson	Yes
Tony Servance	Yes
Vernon Weatherholtz Vice Chair	Yes

8. a. Downtown/Balough Road Redevelopment Area Board Representative:  
The meeting was canceled.
- b. Midtown Redevelopment Area Board Representative:  
The meeting did not have a quorum.
- c. Beachside Redevelopment Area Board Representative:  
The meeting was cancelled.
- d. Affordable Housing Advisory Committee (AHAC) Report:  
Meeting centered on an initiative called Transform 386 which is a funding project to help homeowners with home repairs due to damage caused by Hurricane Ian.
- e. Public Comments:  
Mr. John Nicholson 413 Grandview Avenue. Wanted the city to think about what requirements the city would impose on buildings seeking an exterior wrap. He would also like the city to look at the LDC in reference to submerged land, parking for hotels and the FAR ratio.
- f. Staff comments:  
Mr. Dennis Mrozek stated we have a process in place to deal with building wraps.

The meeting was adjourned at 7:22 pm.



Michael McLean



Luci Brito