

**BEACHSIDE REDEVELOPMENT BOARD
MINUTES
Wednesday, March 11, 2020**

The regular meeting of the Beachside Redevelopment Board was held Wednesday, March 11, 2020, at 6:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Dino P. Paspalakis, Chair
Mr. Mike Denis, Vice Chair
Ms. Jennifer Nazak
Ms. Amy Pyle
Mr. Tony Servance (Planning Board appointee)

Board Members Absent

Mr. Gilbert Myara
Ms. Marcia Tuggle

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Ms. Kira Honse, Assistant City Attorney
Off. Cortland Lampe, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Dino P. Paspalakis, Chair, called the meeting to order at 6:00 p.m.

2. **Roll Call**

Roll was taken with attendance as noted above.

3. **Approval of Minutes – January 15, 2020**

A motion was made by Mr. Denis, seconded by Ms. Pyle, to approve the minutes of the January 15, 2020, Beachside Redevelopment Board meeting, as presented. The motion carried (4-0).

Mr. Denis spoke about a discussion at the January meeting regarding short-term rentals and asked if short-term rentals can be allowed in hotels and motels.

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida stated in the Protogroup PD, there is not an overlay and there is a separate and distinct zoning classification custom tailored to that site; however almost all PD's have provisions in the document that say if things are not addressed in this agreement, it defers to the existing Land Development Code.

4. **Comprehensive Sign Plan – First Amendment to the Project Longboard CSP, DEV2019-168**

Staff Presentation:

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the Mexican restaurant located at 451 S. Atlantic is being replaced with Crabby's Oceanside, and this is the request for signage for the restaurant.

Mr. Berger stated waivers are requested since the Land Development Code requires that EMC signs may only be located on site containing 8 contiguous acres with at least 650 feet of frontage along an arterial street. Mr. Berger stated the applicant requests to place an EMC sign on acreage of 6 acres with a minimum of 500 feet along an arterial road. Mr. Berger stated the applicant is also requesting a waiver to allow for a sign that is 16 feet in height.

Mr. Paspalakis stated he thought EMC signs were only permitted on the beachside for government message centers.

Applicant Presentation:

Rob Merrell, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke representing the applicant. Mr. Merrell stated EMC signs were included as part of the Daytona International Speedway project; and since then, a number of electronic signs have been installed and they are not distracting. Mr. Merrell stated a PD will permit EMC signs on the beachside.

Ms. Nazak asked if there are any EMC signs across from residential neighborhoods.

Mr. Merrell stated he did not know but stated the EMC sign requests have been addressed on a case by case basis.

Mr. Paspalakis asked if the lighting will affect the turtle lighting requirements.

Mr. Merrell stated he spoke with those individuals and they are fine with the signs since they are blocked from the beach.

Mr. Berger stated the second waiver requested is for a maximum height of 16 feet; and the size is not a concern to staff. Mr. Berger stated this request will be presented to the Planning Board for their consideration at their March 26, 2020 meeting.

Mr. Merrell stated the EMC will be retrofitted into an existing sign and all signs are in place.

Jason Zelanak stated a mural is on the south side of the building and an additional mural will be placed on the front of the building.

Ms. Pyle asked if Landshark will want EMC signage as well.

Mr. Merrell stated he did not know but noted Landshark has more signage than this applicant.

Ms. Pyle stated she did not have a problem with what is proposed.

Mr. Paspalakis asked if the Board could direct staff that, in the future, that the EMC portion of a sign would be less than 20 percent of the total sign area.

Mr. Merrell stated there are standards in place in the Land Development Code.

Ms. Honse stated the LDC reads that the display screen area shall not exceed 50% of the sign cabinet.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated there are businesses that have been here a long time; and new businesses come in and are permitted to get the new signage. Mr. Nicholson stated consideration should be given to businesses that have been in the area for years.

Ms. Nazak asked if any business would be allowed to apply for an EMC sign.

Mr. Merrell stated yes.

Ms. Nazak asked Mr. Nicholson if the EMC signage near his home bothered him.

Mr. Nicholson stated no.

Mr. Paspalakis stated he feels 20% should be the maximum amount allowed for EMC signage.

Ms. Honse stated the standard is 50% so a Land Development Code text amendment would have to be approved to change the requirement.

Mr. Denis stated he feels the signage process should be reviewed and consideration should be given to smaller businesses that may want EMC signage. Mr. Denis stated in the Redevelopment areas, he feels larger signs should be permitted. Mr. Denis stated Redevelopment means encouraging development and the idea of a sign is to encourage business.

Mr. Paspalakis stated he feels there should be a separate standard for Planned Development in Redevelopment areas versus Planned Developments in other areas. Mr. Paspalakis stated Mom & Pop businesses will not be able to afford EMC signs.

Ms. Pyle stated if an EMC is visible from a residential area, she feels the neighboring residents should be notified of the proposed signage.

Mr. Berger stated to change the requirements would have to be initiated by staff and would be presented to the Planning Board and City Commission for consideration.

Mr. Servance stated the Planning Board recently talked about EMC signage for a church. Mr. Servance asked if the discussion regarding the EMC signs is something he should present to the Planning Board.

Mr. Berger stated the Planning Board could review the items and request staff to review the sign standards.

Ms. Nazak stated if everyone requests EMC signs, there will be a high level of ambient lighting and that will affect wildlife.

Mr. Servance stated small businesses will have to pay an attorney to go through the process for requesting an EMC sign. Mr. Servance stated he feels this is something the Planning Board should discuss.

Mr. Berger stated the review of the signage requirements does not fall under the purview of this Board. Mr. Berger stated the Board's discussion will be included in the minutes which Mr. Servance can present to the Planning Board.

Mr. Paspalakis stated he does not want to force changes on other redevelopment areas and he is just thinking of the restrictions for beachside.

Board Action:

A motion was made by Ms. Pyle, seconded by Mr. Denis, to approve Comprehensive Sign Plan – First Amendment to the Project Longboard CSP, DEV2019-168, in accordance with the staff report as presented. The motion carried (4-0).

5. **Redevelopment Projects Update**

Mr. Berger stated Protogroup has requested an 18 month extension for completion of their project, which has been approved. Mr. Berger stated a Certificate of Occupancy will not be issued for the hotel until all requirements of the incentive agreement have been met.

Mr. Berger stated a meeting will be held at the Midtown Cultural Center at 925 George Engram on March 31, 2020 at 5:30 p.m. with FDOT to discuss the East International Speedway project.

Mr. Paspalakis stated he thinks it will be disastrous to have a roundabout at International Speedway and A1A.

Ms. Pyle asked if Protogroup has cleaned up the beach access on the north side of their property.

Mr. Berger stated that area is a temporary construction zone and belongs to Protogroup. Ms. Berger stated the beach access will be on Oakridge.

6. **Public Comments**

Sandy Murphy, 136 Park Avenue, Daytona Beach, Florida stated the signs in Daytona Beach Shores look beautiful. Ms. Murphy stated the signs include message signs which exceed 20%. Ms. Murphy stated she feels the Board should ask the Planning Board to consider revising the sign ordinance in the Land Development Code, not just for large businesses but for small businesses as well. Ms. Murphy asked if staff knew when the Orange Avenue Bridge will be completed.

Mr. Berger stated the last word he received stated the bridge will be done sometime in April.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated the Board should ask the Planning Board representative to discuss the signage requirements with the Planning Board. Mr. Nicholson asked when new Board members will be appointed to fill the vacancies that exist.

7. **Board Comments**

Mr. Servance stated he looks forward to discussing the items with the Planning Board that were brought up this evening regarding signage.

Ms. Pyle stated at the next meeting, she would like to discuss short-term rentals. Ms. Pyle stated there is a large lot at the corner of International Speedway and A1A at the Streamline that has a huge assemblage of RV parking. Ms. Pyle stated the area looks terrible.

Ms. Nazak read the following statement about East International Speedway Blvd.: The East ISB discussion has all too often focused on "roundabout or no roundabout" as if that were the only issue! If we accept the FDOT blueprint, with or without a roundabout, we risk turning what is now a high-speed blighted road into an even wider, higher-speed, no less blighted road. We cannot have this conversation without mentioning the LIFE of East ISB -- allowing room for businesses, apartment complexes, and shade trees (not just palm trees) along this corridor. Do we really want the main entrance to our beach to be a streamlined superhighway? Is our goal just to move traffic quickly, or is it to actually create a vibrant corridor, filled with special places where people want to stop and spend time along the way to and from the beach? Because those are two different goals. Walkable streets, lined with businesses and trees, and having moderate speed limits, are actually better for the economy! Not only for residents but for tourists as well. If we really want to revitalize East ISB, we should aim to make it look more like Beach Street, and less like a super-wide car funnel. The FDOT plan calls for 15-foot sidewalks. No point in having sidewalks unless there's shade, and something to walk to. Thank you and I hope a lot of people will be at that public meeting.

Mr. Denis stated he agrees with Ms. Pyle that the Board needs to have a discussion about short-term rentals. Mr. Denis stated he feels a short-term rental puts money in the resident's pockets to improve their property. Mr. Denis stated he has to resign from this board because he just sold his house.

Mr. Paspalakis stated he is concerned about a quorum for the Board meetings.

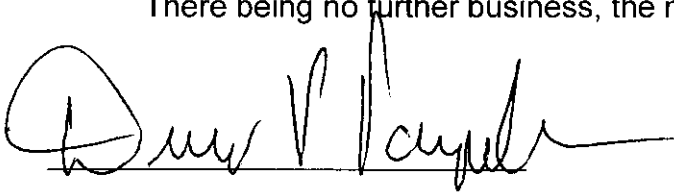
Ms. Pyle asked if there are any applications on file for this Board.

Mr. Berger stated there are several eligible applicants right now and he will follow up on Board appointments.

Mr. Paspalakis stated he hates to see Mr. Denis resign. Mr. Paspalakis spoke about the Corona Virus and stated he hopes things calm down. Mr. Paspalakis stated he is pleased to see the Peabody is continuing to hold events. Mr. Paspalakis noted the Bandshell concerts are up and running.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Dino P. Paspalakis, Chair



Becky Groom, Board Secretary