



**AGENDA**  
**PLANNING COMMISSION**  
**CITY OF PORT ORANGE**

**Meeting Date:** Thursday, June 25, 2026

**Time:** 5:30 PM

**Location:** Council Chambers, City Hall  
1000 City Center Circle  
Port Orange

**A. CALL TO ORDER**

1. Pledge of Allegiance
2. Roll Call

**B. DISCUSSION/ACTION**

3. Consideration of Minutes
4. APPLICATION: LDC Amendment/Chapter 15  
CASE NO.: DCAM-26-0003  
APPLICANT: Jessica Gow, Esq., Cobb Cole  
STAFF CONTACT: Tim Burman, Community Development Director (386) 506-5675/tburman@port-orange.org

A request by Lamar Advertising Company to amend Chapter 15 of the Land Development Code (LDC) regarding billboards.

**C. OTHER BUSINESS**

5. Commissioner Comments
6. Staff Comments

**D. PUBLIC COMMENTS**

**E. ADJOURNMENT**

**NOTICES** – PURSUANT TO SECTION 286.0105 OF THE FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE PLANNING COMMISSION WITH RESPECT TO ANY MATTER CONSIDERED AT THIS PUBLIC MEETING OR HEARING, SUCH PERSON WILL NEED A RECORD OF THE PROCEEDINGS, AND THAT, FOR SUCH 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.



FOR SPECIAL ACCOMMODATIONS, PLEASE NOTIFY THE CITY CLERK'S OFFICE (PHONE: 386-506-5563) AS FAR IN ADVANCE AS POSSIBLE, BUT



HELP FOR THE HEARING IMPAIRED IS AVAILABLE THROUGH THE ASSISTIVE LISTENING SYSTEM RECEIVERS CAN BE OBTAINED FROM THE CITY

Planning Commission Meeting

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PREFERABLY WITHIN 2 WORKING DAYS OF YOUR  
RECEIPT OF THIS NOTICE OR 5 DAYS PRIOR TO THE  
MEETING OR HEARING DATE.

CLERKS' OFFICE.

**IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA)**, IF YOU ARE A PERSON WITH A DISABILITY WHO NEEDS AN ACCOMMODATION IN ORDER TO PARTICIPATE IN THIS PROCEEDING, YOU ARE ENTITLED, AT NO COST TO YOU, THE PROVISION OF CERTAIN ASSISTANCE. PLEASE CONTACT THE CITY CLERK FOR THE CITY OF PORT ORANGE, 1000 CITY CENTER CIRCLE, PORT ORANGE, FLORIDA 32129, TELEPHONE NUMBER 386-506-5563, [CITYCLERK@PORT-ORANGE.ORG](mailto:CITYCLERK@PORT-ORANGE.ORG), AS FAR IN ADVANCE AS POSSIBLE, BUT PREFERABLY WITHIN 2 WORKING DAYS OF YOUR RECEIPT OF THIS NOTICE OR 5 DAYS PRIOR TO THE MEETING OR HEARING DATE. IF YOU ARE HEARING OR VOICE IMPAIRED, CONTACT THE RELAY OPERATOR AT 7-1-1 or 1-800-955-8771.

UPON REQUEST BY A QUALIFIED INDIVIDUAL WITH A DISABILITY, THIS DOCUMENT WILL BE MADE AVAILABLE IN AN ALTERNATE FORMAT. IF YOU NEED TO REQUEST THIS DOCUMENT IN AN ALTERNATE FORMAT, PLEASE CONTACT THE CITY CLERK WHOSE CONTACT INFORMATION IS PROVIDED ABOVE.

REGULAR PLANNING COMMISSION MEETING MINUTES  
COUNCIL CHAMBERS – CITY HALL  
1000 CITY CENTER CIRCLE  
PORT ORANGE, FLORIDA  
MAY 28, 2026

THE REGULAR PLANNING COMMISSION MEETING of the City of Port Orange was called to order by Chair Scott Steger at 5:30 p.m.

1. Pledge of Allegiance

2. Roll Call

Present: Chair Scott Steger  
Vice Chair Stan Schmidt  
Commissioner Thomas Jordan  
Commissioner Angela LeDuc  
Commissioner Maria Mills-Benat

Absent: Commissioner Bo Bofamy (un-excused)  
Commissioner Daniel Mallegol (un-excused)

Also Present: Shannon Balmer, City Attorney  
Tim Burman, Community Development Director  
Amanda Bonin, Deputy City Clerk

DISCUSSION/ACTION

3. Consideration of Minutes

Motion to approve the April 23, 2026 meeting minutes as presented was made by Commissioner Thomas Jordan and Seconded by Commissioner Stan Schmidt. Motion carried unanimously by roll call vote.

4. APPLICATION: LDC Amendment/ Chapter 17, Section 29  
CASE NO.: DCAM-25-0005  
APPLICANT: Jessica Gow, Esq., Cobb Cole  
STAFF CONTACT: Tim Burman, Community Development Director (386) 506-5675/tburman@port-orange.org

A request by applicant, Jessica Gow, Esq., to amend Chapter 17, Section 29 of the Land Development Code (LDC) for the Planned Commercial-Agriculture (PC-A) zoning district.

Motion to approve LDC Amendment Chapter 17, Section 29, CASE NO.: DCAM-25-0005 was made by Commissioner Maria Mills-Benat and Seconded by Commissioner Thomas Jordan.

Tim Burman, Community Development Director, introduced the item, provided details, and answered Commissioners' comments.

Motion carried unanimously by roll call vote.

### OTHER BUSINESS

#### 5. Commissioner Comments

There were none.

#### 6. Staff Comments

There were none.

### PUBLIC COMMENTS

There were none.

ADJOURNMENT - 6:22 p.m.

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Chair Thomas Jordan



# STAFF REPORT

## CASE NO. DCAM-26-0003

### LDC TEXT AMENDMENT / CHAPTER 15

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**REQUEST:** Amend Chapter 15 of the Land Development Code (LDC) to revise the standards for reconstructed billboard signs by allowing a height of 30 feet or the height of the existing sign being removed, whichever is greater; revising the allowable sign face area calculation to be based on the total combined sign area of all sign faces removed in the same directional orientation on an existing sign; clarifying the timing of when billboard demolition or removal is required to occur; and establishing an administrative variance process for billboard height standards to allow limited administrative approval of height modifications.

**APPLICANT:** Lamar Outdoor Advertising

**STAFF CONTACT:** Tim Burman, Community Development Director (386) 506-5675

**STAFF RECOMMENDATION:** Approval, subject to direction from the Planning Commission and City Council regarding the proposed text changes requested by the applicant related to sign face area and overall height for billboard structures.

**PLANNING COMMISSION DATE:** June 25, 2026

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#### **Background:**

In 2025, the City Council approved a text amendment to Chapter 15 of the Land Development Code (LDC) allowing a billboard owner to request approval of a Billboard Relocation and Reconstruction Agreement to replace existing static sign faces with digital sign faces. The intent of the amendment was to modernize select existing billboard locations while reducing the overall number of billboard sign faces within the city and improving the visual appearance of major transportation corridors. The 2025 text amendment established criteria for digital sign face reconstruction at existing billboard locations along Ridgewood Avenue and I-95 and required the removal of at least two existing static billboard sign faces within Port Orange for each reconstructed digital sign face.

The current request is an applicant-initiated text amendment seeking to modify two dimensional standards previously adopted as part of the 2025 text amendment relating to allowable height and sign face area for reconstructed billboards with LED sign faces.

The applicant states the proposed amendments are intended to clarify allowable dimensional standards applicable to reconstructed signs.

According to the applicant, following approval of the 2025 text amendment and during the subsequent permit review process for the reconstruction of two (2) billboards with LED sign faces, it was determined that the adopted dimensional standards may limit the constructability of the proposed billboard structures as designed. The applicant states that modifications to the allowable height and sign face area (Exhibit A).

Height: The applicant indicates that employee safety is the primary reason for the requested amendment. According to the applicant, Lamar has implemented enhanced safety standards for digital billboard structures that now require a front catwalk regardless of sign type or height. Historically, Lamar did not require a front catwalk for digital billboards; however, the applicant states that the additional platform provides a safer working environment for employees performing maintenance and repair activities. Employees are also required to utilize safety harnesses and other fall-protection equipment while working on the structures.

The applicant further states that one of the existing billboards proposed for replacement is approximately 25 feet in height. Under the current code provisions, the reconstructed billboard would be limited to the same height as the structure being removed. According to the applicant, a digital billboard constructed at this height would require maintenance personnel to use a utilize safety harnesses with a “shepherd’s hook” anchorage device to access the sign face. The applicant states that how the “shepherd’s hook” anchorage device is used and attached to the sign could damage the digital sign face equipment.

To avoid potential damage to the digital sign face and to accommodate Lamar’s safety protocols, the requested amendment by the applicant would allow the height of the structure to be increased by an additional five (5) feet. The applicant states that this additional height would allow the front catwalk to be positioned sufficiently above ground level to eliminate the need for a shepherd’s hook, while still allowing employees to perform maintenance activities using the applicant’s preferred safety procedures.

The applicant is requesting an increase in the maximum permitted height for the rebuilt sign in order to achieve a minimum distance between the bottom of the catwalk and the ground, to support worker safety during installation, maintenance, and servicing of the billboard structure and avoid the use of equipment that could damage the digital face. According to the applicant, increasing the height of the structure to 30 feet, will ensure that the front catwalk will be elevated to a height where Lamar’s safety standards no longer require the use of a shepherd's hook and workers can instead rely on other approved fall-protection methods and anchorage systems that will not damage the digital sign face.

Sign Area: The applicant also requests an increase in the allowable sign area based on the manufacturer’s specifications for constructing LED display sign faces. The applicant states that the smallest LED display face available from their manufacturer is approximately 380 square feet. Under the current Code, the maximum permitted sign area at one of the locations proposed for reconstruction

with LED display screens is approximately 246 square feet. As a result, the applicant indicates that an increase in allowable sign area to at least 380 square feet is necessary to accommodate the minimum LED display size available from their manufacturer.

#### **CURRENT REGULATIONS IN THE LDC:**

Under the City's current sign regulations, billboards are a prohibited sign type. Existing billboard structures are treated as legal nonconforming signs. Structural repair or reconstruction of nonconforming signs is generally not permitted, and such structures must typically be removed when they become structurally unsafe or obsolete.

In 2025, the City's adopted reconstruction framework established a limited exception to this prohibition by allowing select billboard locations to be reconstructed with digital sign faces in exchange for the removal of existing billboard sign faces within the City. The framework applies to existing nonconforming billboard structures and was intended to reduce the total number of billboard sign faces within the City while allowing reconstruction at select locations, subject to compliance with the LDC and approval of a Billboard Relocation and Reconstruction Agreement.

Under that framework, reconstructed signs were intended to generally not exceed the existing height or sign area of the billboard or sign faces being removed.

Other municipalities, including Daytona Beach, Orlando, and St. Petersburg, have adopted similar frameworks allowing conversion of existing billboard inventory to digital formats with varying regulatory controls, inventory reduction requirements, and design standards.

#### **APPLICANT'S PROPOSED TEXT AMENDMENT**

The applicant is requesting to amend Chapter 15, Sections 14 and 16 of the Land Development Code (LDC) as follows:

- 1. Height Standard:** The LDC currently states that the height of a reconstructed sign may not exceed the existing height of the sign being removed on the same property. The applicant is proposing to revise this requirement to allow the tallest portion of a reconstructed sign, including appurtenances, to not exceed the height of the existing sign being removed on the same property and location, or 30 feet, whichever is greater.

This proposed change would establish a minimum height threshold of 30 feet, allowing reconstructed signs to exceed the height of the existing structure when the existing billboard is below 30 feet.

- 2. Sign Face Area Standard:** The LDC currently provides that the sign face for a reconstructed sign shall not exceed the square footage of the largest sign face removed as part of the exchange.

The applicant is proposing to revise this requirement to provide that the sign face of a reconstructed sign shall not exceed the total combined sign area of the sign face(s) removed in the same directional orientation from the same property and

location as part of the exchange. Where two (2) sign faces on a single billboard structure are oriented in the same direction, the maximum permitted sign face area of the reconstructed sign shall not exceed three hundred eighty (380) square feet.

For example, under the current LDC standard, if a billboard owner removes two static sign faces facing the same direction measuring 246 square feet and 246 square feet, the maximum allowable reconstructed digital sign face would be limited to 246 square feet, as the current code bases allowable area on the largest single sign face removed. Under the proposed amendment, the allowable reconstructed sign face would instead be based on the total combined area of both sign faces, resulting in a maximum allowable sign face of 380 square feet.

According to the applicant, the proposed change would shift the standard from a “largest single sign face” limitation to a combined-area approach based on all sign faces removed in the same directional orientation.

- 3. Removal Requirement:** The LDC currently provides that the nonconforming sign and its sign face(s) must be removed prior to issuance of the building permit to reconstruct a nonconforming sign and its sign face(s). The applicant is proposing to revise this requirement to require that the nonconforming sign and its sign face(s) be removed prior to, or as a condition of, issuance of the building permit to reconstruct a nonconforming sign and its sign face(s).

This proposed change would clarify the timing of removal by requiring that demolition or removal occur before or concurrent with issuance of the reconstruction building permit, rather than solely as part of the overall reconstruction process.

- 4. Administrative Flexibility:** The applicant has proposed the addition of a new subsection to Section 16, which would establish an administrative variance process for the height requirements contained in Section 14 of this chapter. Under the applicant’s proposed language, the administrative official would be authorized to approve administrative variances from the height standards. All other variances would continue to be processed through the City’s standard variance procedures outlined in Chapter 19 of the Code.

If a height modification is included as part of an approved Billboard Relocation and Reconstruction Agreement, the administrative variance provision would not eliminate or supersede the requirement for City Council approval of any amendments to that agreement, and any such changes would still require City Council consideration and approval.

## **BILLBOARD INVENTORY AND PROPOSED RECONSTRUCTION**

There are approximately 13 billboard structures and a total of 17 billboard sign faces within the City of Port Orange. The applicant owns approximately 6 billboard structures totaling 10 sign faces (Exhibit B).

According to the applicant, if the proposed text amendment is approved, it intends to request an amendment to its 2025 Billboard Relocation and Reconstruction Agreement for City Council consideration to allow the following actions:

1. Removal of a 34.5-foot-tall billboard structure containing four (4) static sign faces (246 square-feet each) located north of the intersection of Ridgewood Avenue and Nova Road, and reconstruction of a digital billboard at the same location at 34.5 feet in height with two 378 square-foot LED faces.
2. Removal of a 25-foot-tall billboard structure containing a 464 square-foot static sign face located along the I-95 southbound on-ramp near the Dunlawton Avenue / Taylor Road interchange (5889 Williamson Boulevard), and removal of a 23-foot-tall billboard structure containing a 527 square-foot static sign face located along northbound I-95 south of the Williamson Boulevard overpass bridge (4901 Williamson Boulevard). At the I-95 southbound location, the applicant proposes reconstruction of a billboard at a height of 30 feet with a maximum 464 square-foot LED sign face.

**CONCLUSION:**

The applicant's proposal would modify the dimensional standards (height and sign area) applicable to reconstructed digital billboard locations as adopted in the 2025 text amendment. The 2025 text amendment established a reconstruction framework for existing nonconforming billboard structures, with the intent of reducing the total number of billboard sign faces within the City while allowing reconstruction of select locations in a controlled manner. The 2025 amendment, as approved by City Council, was structured such that reconstructed signs would generally not exceed the existing height or sign area of the billboard being removed.

While the proposal maintains the exchange-based framework requiring removal of existing billboard sign faces in exchange for reconstruction of structures with LED sign faces and continues to achieve a net reduction in the total number of billboard sign faces, it would allow increased height and sign face area for structures compared to the prior structures at these locations and the standards adopted in 2025.

**ATTACHMENTS:**

1. Exhibit A – DRAFT Text Amendment Submitted by Applicant
2. Exhibit B – Billboard locations within Port Orange

**Exhibit A - Draft Text Amendment submitted by Applicant.**

Text Added is underline and text is ~~strike through~~

**Section [14]: Nonconforming signs.**

(a- e ) Unchanged

(f) In an effort to reduce the number of nonconforming signs located within the city that have a sign face greater than 200 square feet, an existing nonconforming sign with a sign face greater than 200 square feet may be reconstructed pursuant to the authority set forth in F.S. § 70.20, provided that the number of reconstructed sign faces result in a net reduction in the number of sign faces greater than 200 square feet within the city and the reconstruction agreement complies with all of the requirements set forth as follows:

- (1) Only an existing nonconforming sign with a sign face greater than 200 square-feet located along Ridgewood Avenue or the I-95 corridor can be reconstructed with a new sign face. A new sign face may be reconstructed on a new sign structure in exchange for the removal of at least two (2) sign faces located within the city so long as each sign face to be removed is greater than 200 square-feet. The reconstruction of a nonconforming sign with a new sign face (s) may be in the same location as the removed nonconforming sign and sign face(s). This exchange shall comply with all of the requirements set forth as follows:
  - (a) The reconstructed nonconforming sign structure and sign face(s) shall either be (1) reconstructed in generally the same location, on the same property where the existing nonconforming sign structure and sign face(s) is located; or (2) reconstructed in generally the same location, on the same property as an existing nonconforming sign and sign face(s) located along I-95 that is to be removed in the course of reconstruction.
  - (b) A reconstructed sign can only be located on property that abuts Ridgewood Avenue or the I-95 right-of-way, or is within the I-95 right-of-way. A reconstructed sign cannot be located on property within a residential zoning district.
  - (c) The sign owner shall submit a proposed reconstruction agreement to reconstruct a sign for the city for review.
  - (d) City Council shall determine whether to approve or deny the proposed reconstruction agreement submitted in accordance with this section; The reconstructed sign shall continue to be a nonconforming sign.
  - (e) The sign face for a reconstructed sign shall not exceed the total combined sign area of the sign(s) removed in the same facing direction from the same property and location as part of the exchange. Where two (2) sign faces are on a single billboard structure and oriented in the same direction, the maximum permitted sign face area of the reconstructed sign shall not exceed three hundred and eighty (380) square feet. ~~square footage of the largest sign face removed as part of the exchange.~~

- (f) Structural components surrounding the reconstructed sign face shall not exceed a size of ten percent of the sign face.
  - (g) The reconstructed sign may have a sign face with a change copy, and if electronic or digital, the frequency of copy change shall not be less than eight-second intervals, and the maximum transition time between messages shall not exceed one second.
  - (h) If electronic or digital, the reconstructed sign face, shall provide a high-resolution picture quality with pixel spacing of 20 millimeters or less. Messages shall not display any illumination that moves, appears to move, flashes, scrolls, or changes in intensity during the static display period, but static graphic pictures may be displayed with no limitations on color. Messages shall not operate at a brightness level of more than 5,000 foot-candles during the day and 500 foot-candles from dusk to dawn. Each digital sign shall have a light-sensing device to adjust the brightness of the sign face as ambient light conditions change. A malfunctioning sign face must be turned off or display a blank screen. Sign shall display emergency announcements or alerts, including, but not limited to Amber Alerts, Silver Alerts, and Evacuation Alerts on the sign at no charge on an as-needed basis as determined by the City.
  - (i) The tallest portion of the reconstructed sign, including appurtenances, shall not exceed the current height of the sign on the same property and same location as the sign being removed or 30 feet, whichever is greater in height.
  - (j) All new utilities to the reconstructed sign shall be undergrounded.
  - (k) The non-conforming sign and its sign face(s) being removed as part of the exchange shall be removed prior to or as a condition of the issuance of the building permit to reconstruct a non-conforming sign and its sign face(s), subject to an approved reconstruction agreement.
- (g) The casual, temporary, or illegal use of any sign shall not be sufficient to establish the existence of a nonconforming use or to create any rights in the continuance of such use.

#### **Section [16]: Variances and appeals.**

- (a) Appeals from technical decisions of the administrative official or any other official empowered to rule on sign issues shall be processed according to the procedures as outlined in chapter 3 of this code.
- (b) Except as provided in subsection (c) below, ~~v~~variances from the requirements of this chapter shall be processed according to the provisions of chapter 19 of this code.
- (c) The administrative official may grant administrative variances from the height requirements prescribed in section 14 of this chapter. Application for administrative variances shall be made on the appropriate form provided by the department for that purpose, and shall be accompanied by the appropriate review fee.

Exhibit B

Existing Billboard Locations with Port Orange

