

From: Weston, Julie(Julie Weston)
To: Gross, Brandi
Date: 9/3/2009 6:22 PM
Subject: Another billboard meeting

Mayor Baker asked for a 90 minute meeting with me and Dave Fischer about billboards. Can I have a couple potential day/time slots for this meeting and I will get with Dave Fischer to see when he can come.
Thanks

Eva Andujar - Fwd: Billboard reduction plan

From: Mayor
To: Gross, Brandi; Weston, Julie
Date: 10/27/2009 10:04 AM
Subject: Fwd: Billboard reduction plan
CC: Mussett, Rick

>>> "O'NEILL, TOM" <TOMONEILL@clearchannel.com> 10/21/2009 4:45 PM >>>

Mayor Baker, Julie Weston indeed made my day today. I cannot thank you enough for your continued interest and diligence in moving this deal forward. Your support and recommendation to council is greatly appreciated. Lot's of folks at our corporate office shook their heads on this one. I'm confident that the pro-active win-win nature of this arrangement is indeed a move in a positive direction. Here's hoping the remnant of your term is peaceful and your future in politics paved with continued success.

Tom O'Neill
V.P. Real Estate and Public Affairs

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The logo consists of the letters 'O', 'A', 'A', 'A', and 'A' in a stylized, bold, sans-serif font. The 'O' is significantly larger than the 'A's, and they are all white against a dark background.

OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA, INC.

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THE OUTDOOR ADVERTISING INDUSTRY



**MEMORANDUM
CITY OF ST PETERSBURG**

To: The Honorable Jeff Danner and Members of City Council

From: Rick Baker, Mayor

Date: October 21, 2009

Subject: Billboard reduction proposal

After almost three years of discussion, I am pleased to provide the attached proposal from Clear Channel to remove 100 billboards in St Petersburg and replace 10 existing billboards with electronic digital billboards. I recommend Council approval of this proposal.

**MEMORANDUM
CITY OF ST PETERSBURG**

**City Development Administration
Development Services Department**

To: Mayor Rick Baker

From: Julie Weston, Development Services Director

Date: October 20, 2009

Subject: Billboard reduction proposal

This memo summarizes the discussion over the past approximately three years with Clear Channel Communication regarding their interest in replacing existing billboards in the City with current electronic digital technology. This technology replaces static messages, allowing the billboard message to change remotely and advertising to be sold in smaller increments and tailored to the time of day.

At this time there are approximately 260 billboards in St Petersburg, of which 144 are owned by Clear Channel. The current offer from Clear Channel includes

1. Clear Channel agrees to remove 100 of 144 billboards, in exchange for permits to replace 10 existing billboards with the electronic digital technology.
2. After removal, there will be 44 remaining Clear Channel billboards, to be located only on these roadways: I-275 including the I-175 and I-375 feeders, Tyone Boulevard, Roosevelt boulevard and US 19 (34th Street) as indicated in the attached inventory
3. The minimum message duration for the electronic digital technology is 10 seconds. The electronic billboard displays will comply with professional standards for brightness, message transitions, message complexity and default settings as described in the April 2009 publication Safety Impacts for Emerging Digital Display Technology of Outdoor Advertising.
4. The City Attorney's office has confirmed that under the current Land Development Regulations billboards cannot be replaced where they are eliminated. The City's sign regulations provide opportunities to relocate existing billboards within constraints of location, setback, size, height and zoning, but not add net new billboards.

5. If City Council supports the terms of this offer, Administration will proceed with the discussions recently opened with the other major billboard companies represented in St Petersburg for similar reduction and replacement programs.

Implementation of this proposal will require an amendment to the Land Development Regulations, to allow the new electronic digital technology. The code amendment will provide the terms of an agreement available to an outdoor advertiser wishing to add electronic digital technology. This amendment including review by the Development Review Commission, can be scheduled for City Council public hearing within 2009.

Eva Andujar - Fwd: St Petersburg Information

From: Robert Danielson
To: 211 Tampa Bay; Barbara Heck; Barry Rothstein; Bob Griffin; Carol Everson; Creative Loafing Events; David Downing; DT Minich; Elaine Smalling; Gypsy Gallardo; Helen Levine; Jon La Budde; Justin Wood; Ken & Debbie Reichart; Noah Pransky; Rob Lorei; Steve Blanchard; Steve Girardi; Susan Robertson; Tampa Bay LNS; Univision; USF News; Weekly Challenger; WMNF PSAs
Date: 10/23/2009 12:36 PM
Subject: Fwd: St Petersburg Information

FROM THE CITY OF ST. PETERSBURG

NOTE TO MEDIA: Mayor Rick Baker is available this afternoon if you would like to schedule an interview re: topic below. To set up an appointment, please call Robert Danielson at 727-893-7465.

MAYOR SUBMITS PROPOSAL TO ELIMINATE 100 BILLBOARDS FROM THE CITY

ST. PETERSBURG, FLA (Oct. 23, 2009) --On Wednesday of this week, Mayor Rick Baker forwarded a proposal to St. Petersburg City Council that could have a profound effect on visual clutter by eliminating 100 billboards from the City.

For almost three years, the city has negotiated with Clear Channel Communications to remove existing billboards and replace them with significantly fewer state-of-the-art electronic, digital billboards. The electronic digital technology, which currently exists in Pinellas and Hillsborough counties, allows advertisers to vary messages by time and day. The city is also discussing a similar proposal with the next largest billboard owner in St. Petersburg for similar billboard reductions and replacement with digital displays.

Clear Channel is the largest outdoor advertiser in St. Petersburg with 144 of the City's 260 billboards. Under the proposed agreement, Clear Channel would remove 100 billboards, in exchange for permits to replace 10 existing billboards with electronic digital boards. This will leave Clear Channel with 44 billboards in the city, 10 of which will be electronic. Clear Channel's new boards would be restricted to: I-275, including the I-175 and I-375 feeders, Tyrone Blvd., Roosevelt Blvd. and U.S. 19. The digital boards would be required to have a minimum message duration of 10 seconds each, and would comply the most current professional safety and quality standards. Clear Channel will make available the digital billboards for public service, special event and emergency messages.

"We have worked extremely hard with our downtown and neighborhoods to beautify our city for more than two decades, and we have one of the most aesthetically pleasing cities in America," said Mayor Rick Baker. "Reducing the number of billboards, especially along our neighborhood corridors, will have a great impact on the overall appearance of our city."

In order to implement the proposal, City Council will need to amend its Land

Development Regulations to allow the new electronic technology. Council will discuss the proposal at its December 17 meeting.

For further information:
727 893-7465 voice
727 892-5372 FAX
www.stpete.org