



**City Council Sign Ordinance Workshop
May 3, 2012**

TO: The Honorable Leslie Curran, Chair and Members of City Council

THRU: Dave Goodwin, Planning & Economic Development Director & Philip Lazzara, AICP, Zoning Official *DL*

FROM: Rob Gerdes, Derek Kilborn, Pam Lee & Kim Hinder, City Planners; Erica Smith, Assistant City Attorney *PTZ*

DATE: April 26, 2012

SUBJECT: Review of Sign Regulations

In the spring of 2011, City Council asked Planning & Economic Development staff to coordinate a Council review of the city's sign regulations. On June 23 and August 25, 2011, staff presented a general overview and a more detailed discussion of specific sections of the Sign Code to the Public Services and Infrastructure (PS&I) Committee. On October 20, 2011, a City Council workshop was conducted to further refine and discuss issues related to possible amendments to the sign regulations. On January 19, 2012, another City Council workshop was conducted allowing representatives from the Council of Neighborhood Associations (C.O.N.A.), the St. Petersburg Area Chamber of Commerce and the sign industry to comment on the city's sign regulations.

The purpose of the May 3, 2012 City Council sign workshop is for staff to present to Council a series of proposed amendments to the sign regulations which have resulted from all the previous discussions. If City Council supports the proposed amendments, staff will engage in further discussion with stakeholders to refine any serious issues prior to taking the amendments through the Land Development Regulation (LDR) amendment process.

REGULATIONS/TOPICS DISCUSSED AT PREVIOUS MEETINGS

Many issues related to the sign regulations have been discussed at the previous four (4) meetings between staff and City Council, including the workshop focused on stakeholder input. A list of the various items discussed is presented below:

- History of the city's sign regulations
- Modifications to the city's sign regulations in 2007 LDR update

- Current sign regulations (height, size & setback)
- City of Clearwater vs. City of St. Petersburg sign regulations
- Sign regulations by corridor and zoning districts
- Neighborhood Association signs in the right-of-way
- Non-Conforming signs
- Abandoned signs
- Historic signs
- Electronic Message Centers (EMCs)
- Human signs
- 3-Dimensional signs (on and off-premise)
- A-Frame signs
- Amortization of non-conforming signs
- Expedited sign review process

The discussions to date have resulted in a number of priority issues that have become the focus of this process. A list of those issues is provided below. In addition, the issue of allowable flags has been raised as the result of a recent code compliance case and has been added to the list of issues. The remainder of this memorandum will discuss proposed Code amendments to these issues in more detail:

- Non-Conforming signs
- Abandoned signs
- Historic signs
- Electronic Message Centers (EMCs)
- Human signs
- 3-Dimensional signs (on and off-premise)
- Flags

Non-Conforming Signs

The St. Petersburg sign regulations (§ 16.40.120.3.5) include two (2) specific regulations regarding non-conforming signs: (i) Except as provided in the Sign Code and unless in conformity with the Sign Code, a sign shall not be erected, raised, moved, placed, reconstructed, extended, enlarged, or altered, unless in conformity with this Sign Code and (ii) Non-conforming signs may be maintained or repaired; however, if a non-conforming sign is relocated or replaced, or structurally altered by more than 25 percent of the replacement cost of the sign, the sign shall be made to conform to this Sign Code. The sign regulations (§ 16.40.120.3.4) also include two (2) other regulations which affect non-conforming signs. These regulations are found under the abandoned signs subsection: (i) If an existing building or structure is demolished for redevelopment, any existing freestanding on-premise signs shall be considered abandoned and shall be removed at the time of demolition unless the sign complies with the height, sign area, and placement requirements of the Sign Code. This shall not be deemed to require the removal of a lawful off-premises sign and (ii) If a freestanding on-premise sign is abandoned for six (6) months or more, and such sign is non-conforming as to height, sign area, or placement, such sign shall be removed. No permit for a new freestanding sign

shall be issued until the abandoned sign is removed. This shall not be deemed to require the removal of a lawful off-premise sign.

Through the Council workshop process several different amendments to the non-conforming regulations were considered. In listening to Council, staff believes there is consensus for the following modifications:

- Repair costs to non-conforming signs shall be counted cumulatively against the 25-percent repair threshold; and
- Improvement or redevelopment of a site or building with a non-conforming sign which are valued in excess of 50-percent of the value of said site or building shall require the sign be brought into conformance.

The draft proposed amendment language is attached to the report and is also shown below:

16.40.120.3.5 Nonconforming signs:

- A. Except as provided in this Sign Code, a sign shall not be erected, raised, moved, placed, reconstructed, extended, enlarged, or altered, unless in conformity with this Sign Code.
- B. Nonconforming signs may be maintained or repaired. However, if a nonconforming sign is relocated or replaced, or structurally altered by more than 25 percent of the replacement cost of the existing sign, the sign shall be made to conform to this Sign Code. The value of all structural alterations to a nonconforming sign shall be calculated cumulatively and shall not exceed 25 percent of the replacement cost of the existing sign or the sign shall be made to conform to this Sign Code.
- C. A building or site which is improved or redeveloped at a cost in excess of 50 percent of the assessed value of the existing building or site shall require any nonconforming sign which is located on or is part of such building or site to conform to this Sign Code.
- D. Variances to this subsection are prohibited.

Abandoned Signs

As staff has discussed at previous workshops, the abandoned on-premise sign regulations require clarification. The intent of the regulations is to require modifications to on-premise signs when a business has vacated a premise so the sign no longer advertises a business that does not exist. Furthermore, the regulations require that a non-conforming on-premise sign be removed if a business space is vacant for six (6) months or if the structure on site is demolished. The following language clarifies these regulations which should result in more straightforward enforcement.

Section 16.40.120.3.4 Abandoned on-premises signs:

Delete Section 16.40.120.3.4 and replace with proposed language below:

A. Definition. An on-premises sign becomes “abandoned” at the time any of the following conditions occur:

1. there has been no sign copy appearing on the sign face for a period of ninety (90) consecutive days; or
2. the establishment with which the sign is associated has ceased operation for ninety (90) consecutive days. This definition excludes signs for seasonal uses, which are operated intermittently throughout the year, where business has not ceased operation on a permanent basis. A conforming on-premises sign associated with an establishment that has ceased operation shall not be deemed “abandoned” if the owner takes one of the actions in Paragraph B.
 - a. Evidence that an establishment has ceased operation for ninety (90) consecutive days includes, but is not limited to, the following:
 1. No water and/or electric service to the establishment for a ninety (90) consecutive day period;
 2. Expiration of business tax at least ninety (90) consecutive days prior without renewal;
 3. Personal documented observation of City code investigator(s) that establishment has ceased operation for a period of ninety (90) consecutive days; or
 4. General community knowledge, as documented through going-out-of-business announcements, newspaper announcements, etc. showing that the establishment has ceased operation for at least ninety (90) consecutive days.

B. When an establishment ceases operation, the owner of an on-premises sign that is associated with the establishment shall within ninety (90) days reuse the sign in conjunction with the ownership or operation of a new establishment on the premises or take one of the following actions:

1. Paint over the message on the sign face that advertises the business or other activity of the establishment.
2. Remove the sign face and replace it with a blank sign face.
3. Reverse the sign face and not illuminate the sign face from the interior. The message of the sign face shall not be visible when the sign face is reversed.
4. Utilize the sign face to display the message, “this space available,” or words of similar significance, and the name and telephone number of the owner or the owner’s agent, while the premises are vacant. A sign that contains such a message and that otherwise

complies with the requirements of this sign code shall be deemed an allowable temporary sign for which a permit shall not be required.

C. If a freestanding on-premises sign that is nonconforming as to height, sign area, or placement becomes “abandoned” under Paragraph A and remains abandoned for six (6) consecutive months, such sign shall be removed by the property owner at the owner’s expense. If the owner fails to remove the sign upon notice by the City, the City shall have the right to seek available legal and equitable relief to have the sign removed, and the costs of such removal shall be paid by the owner. No permit for any new sign on the site shall be issued until the abandoned sign is removed. This shall not be deemed to require the removal of a lawful off-premises sign.

D. If an existing building or structure is demolished, any existing freestanding on-premises signs that are nonconforming as to height, sign area, or placement shall be considered abandoned and shall be removed at the time of demolition. This shall not be deemed to require the removal of a lawful off-premises sign.

Historic Signs

Like many municipalities in the United States, the City of St. Petersburg does not have a specific process for preserving historic signs. The current sign regulations provide contemporary guidance for signs, but certain provisions require the removal of what could be considered historic signs once the business has closed or the sign is damaged. During the past several meetings regarding signs, Council has directed staff to develop a plan which offers protection to historic signs without necessarily using the formal designation process. The draft regulations below would accomplish the following for preserving historic signs:

- Allow the Community Preservation Commission to establish an Inventory of Signs of Historic Significance;
- Permit listed signs to be exempt from non-conforming height, area and location requirements;
- Permit listed signs to be exempt from non-conforming and abandoned sign regulations;
- Permit listed signs to maintain/re-use historic features such as flashing or chasing lighting which are currently prohibited;
- Permit replica signs of historic signs that were demolished;
- Permit listed original historic signs to be relocated;
- Exempt listed original historic signs from counting against square footage and number of signs requirements; and
- Provide 30 day waiting period for demolition of listed signs

Section ... - Signs of Historic Significance:

A. Purpose

1. The Signs of Historic Significance regulations are intended to provide for the preservation of the City of St. Petersburg's unique character, history, and identity, as reflected in its historic and iconic signs, and
2. To preserve the sense of place that existed within the central business district and in areas of the City with concentrations of surviving historic signs, and
3. To protect the community from inappropriate reuse of nonconforming and/or illegal signs while ensuring that the signs are safe and well maintained, and
4. To prevent the unintentional loss of individual signs with historic or unique characteristics and, where possible, to provide a means for their retention and restoration, and
5. To allow the owner the flexibility to preserve historic and vintage signs. This classification does not preclude owners from removing these signs.
6. The regulations of this subsection apply only to signs included in the City's Inventory of Signs of Historic Significance as designated below.

B. Guidelines for Identification of a Sign of Historic Significance

1. The Community Preservation Commission shall establish and maintain an Inventory of Signs of Historic Significance subject to the guidelines below and shall make it available to the public.
2. A Sign of Historic Significance shall be reviewed for compliance with the following guidelines.

A. Technical guidelines:

1. The sign shall have been installed at least 40 years prior to the date of application;
2. The sign is exemplary of technology, craftsmanship or design of the period when it was constructed;
3. The sign uses historic sign materials or means of illumination such as exposed integral incandescent lighting, or exposed neon lighting;
4. The sign may be a detached, a projecting, a roof sign, a painted building sign, or a sign integral to the building's design (fascia sign);
5. The sign is structurally safe or can be made safe without substantially altering its historical appearance; and
6. The sign retains the majority of its character-defining features (materials, technologies, structure, colors, shapes, symbols, text and/or art) that have historical significance, or are integral to overall sign design, or convey historical or regional context. If character-defining features have been altered or removed, the majority are potentially restorable to their historic function and appearance.

B. Cultural/historical/design guidelines:

1. The sign shall exemplify the cultural, economic, and historic heritage of St. Petersburg;

2. The sign shall exhibit extraordinary aesthetic quality, creativity or innovation; or
3. The sign is unique; or was originally associated with a local business or local or regional chain; or there is scholarly documentation to support its preservation; or it is a rare surviving example of a once common type.

C. Process for Including a Sign in the Inventory of Signs of Historic Significance

1. Application for inclusion in the Inventory of Signs of Historic Significance shall be made by the property owner having control over a sign which meets the guidelines of this section, or may be initiated by the City.
2. If the applicant is not the owner of the property, the POD shall, within 10 days of submittal of the application, notify the owner in writing that an application for inclusion as a Sign of Historic Significance has been submitted.
3. Within 30 days of submittal of an application for nomination, the POD shall determine if the application is complete and if the nominated sign meets the applicable guidelines for the classification, and shall notify the applicant and/or property owner in writing whether or not the sign is eligible for designation.
4. If the POD determines that the sign is not eligible for inclusion in the inventory of Signs of Historic Significance, the property owner may appeal the decision to the Community Preservation Commission, and the Community Preservation Commission shall review the nomination at a public hearing after providing mailed and posted notice as required in the Application and Procedures Section.
5. If the POD determines that the sign is eligible for inclusion as a Sign of Historic Significance, the POD shall prepare an inventory report within 45 days of the determination of eligibility, which shall establish in the record that the property meets the applicable criteria, and schedule a public hearing before the Community Preservation Commission. The public hearing shall be noticed as required in the Application and Procedures Section. The report shall include the legal description of the property on which the sign is located.
6. At the public hearing, the Community Preservation Commission shall review the application and inventory report and approve, approve with conditions, or deny the request. The decision by the Community Preservation Commission shall be final unless appealed to or called for review by the City Council.
7. Notice of the inclusion in the inventory of Signs of Historic Significance shall be mailed to the owner of record of the Sign of Historic Significance.

D. Exemptions

1. Classification as a Sign of Historic Significance does not require a Certificate of Appropriateness for changes to the sign or demolition of the sign.
2. Signs listed by the Community Preservation Commission in the City's Historic Sign Inventory as a Sign of Historic Significance are exempted from the sign regulations regarding height, area, and location as set forth in this Section.

3. Signs of Historic Significance that are nonconforming as to size, height, and location are exempt from the regulations governing nonconforming signs and abandoned signs. However, they may not increase the nonconformity unless an adjustment or modification is approved by the Community Preservation Commission.
4. A Sign of Historic Significance may be repaired, restored, and/or adaptively reused if there is sufficient surviving fabric or sufficient historical documentation (photographs, postcards, permits, or other records) as determined by the POD on which to base the repair, restoration or adaptive reuse. An existing Sign of Historic Significance may be repaired, restored, or rehabilitated either in place, or off-site, and then re-erected on site.
5. A Sign of Historic Significance may be repaired or restored to any past appearance prior to 40 years before the date of application. If the owner of a Sign of Historic Significance can provide documentation or physical evidence that the original design included intermittent lighting features (e.g., flashing, blinking, chasing or sequentially lit elements which create the appearance of movement) or moving parts, those sign elements may be repaired and restored.
6. A Sign of Historic Significance that will be adaptively reused must retain, repair, or restore the majority of the character-defining features (e.g., materials, technologies, structure, colors, shapes, symbols, text, typography and/or artwork) that have historical significance, or are integral to the overall design of the sign, or convey historical or regional context. Changes to character-defining text are not allowed; any or all text that is not character defining can be changed. Changes to text must either match or be compatible with existing text or the text being replaced, in terms of materials, letter size, font, and color.
7. A Replica Sign is permissible when based on sufficient historical documentation of the sign and its location. The sign to be replicated must have been originally installed 40 years prior to the date of application. In order to construct a Replica Sign, the sign being replicated must be a Sign of Historic Significance and review of the design must be approved by the Community Preservation Commission. A sign can be replicated only once. Replicas of replicas are not permitted. A Replica Sign must use historical materials and technologies, or use contemporary materials and technologies that visually match historical ones. Replica signs may not be relocated off of the property on which they are originally erected.

E. Guidelines for Relocating a Sign of Historic Significance

Because the current location of a Sign of Historic Significance may preclude desired development, allowing the sign to be relocated to another site is necessary to ensure preservation. Signs removed from their sites may be stored elsewhere before relocation.

1. A Sign of Historic Significance may be relocated as follows:

- a. To another location on the premises
- b. To another location that houses the same or similar business
- c. To areas of similar character of the present location

- d. To the original location
2. A Sign of Historic Significance shall not be relocated to NT or NS zoned property.
3. All relocations are subject to the following:
- a. The sign shall meet the required sign setback of the zoning district in which it is relocated or the required setback for the principal structure, whichever is less.
- b. Projecting signs that project into the public right-of-way shall follow the rules and procedures of City government, and shall follow the sign permitting process.
5. If relocated to another premise, the Sign of Historic Significance shall display conspicuous text or a plaque that indicates that the sign has been relocated, the date of relocation, and the original location.

F. Sign Calculations for a Sign of Historic Significance

1. A Sign of Historic Significance shall not count against the total allowable sign area for the premises and shall not count against the number of signs allowed for the premises.
2. Replica Signs are exempt from the maximum square footage requirements. Variances to height and area shall not be required for Replica Signs.

G. Demolition of a Sign of Historic Significance

1. This classification does not preclude the owner from removing the sign. Demolition is subject to a 30 day waiting period to facilitate salvage or relocation of the sign. The sign owner shall allow reasonable access to the sign to facilitate documentation and salvage activities.

Electronic Message Centers (EMCs)

In March 2005, City Council approved a City Code text amendment to allow EMCs in all commercial districts, except those districts which allow residential uses as a primary use. The text amendment also decreased the required message duration from fifteen (15) minutes (for electronic matrix displays) to six (6) seconds; provided for a maximum area of twenty-four (24) square feet for the EMC; required the EMC to be less than 50 percent of the overall sign area and established design criteria. In the 2007 LDR amendments, the maximum sign area for an EMC was changed from twenty-four (24) square feet to thirty-two (32) square feet. Staff has identified approximately fifty-three (53) EMC's in the city (including time and temperature signs).

Over the past year, staff has discussed with Council several possible amendments to the EMC regulations. Below is a list of proposed modifications included in the draft EMC regulations based on Council comments. This list is followed by a full draft of the proposed regulations.

- Prohibits EMCs within the boundary of a locally designated historic structure or site (performing arts venues are exempt with approval of a certificate of appropriateness);

- Prohibits EMCs from directly facing a single-family or duplex use in a Neighborhood zoning district;
- Prohibits EMCs from being added to a non-conforming sign (variances are prohibited);
- Increases dwell time for EMCs to five (5) minutes;
- Prohibits message sequencing;
- Permits static images;
- Establishes a maximum brightness;
- Requires EMCs to have a default mechanism to turn-off or go “full black” in case of malfunction;
- Prohibits variances to certain EMC Code regulations; and
- Increases fines for EMC violations (requires majority vote of City Council).

Electronic Message Centers:

- B. Digital or Electronic Message Centers. Digital or Eelectronic message center signs shall comply with the following regulations:

1. Location. Digital or Eelectronic message center signs are permitted in all zoning districts except for neighborhood and corridor residential districts.

a. Digital or electronic message center signs are prohibited within the boundary of a locally designated historic structure or site. Performing arts venues are exempt from this prohibition with approval of a certificate of appropriateness.

b. Digital or electronic message center signs may not directly face a residential one- or two-unit property located within a Neighborhood zoning district.

c. Digital or electronic message center signs are prohibited from being inserted into, or added to, nonconforming signs. No variance to this prohibition shall be granted and the POD shall not accept any variance application to this requirement.

1.2. Design. An electronic message center sign shall be permitted only as an integral component of a freestanding sign or, to the extent permitted by these regulations, as an integral component of a building sign. An electronic message center sign shall be compatible with the design of the primary sign structure, including width, depth and color of the cabinet.

2.3. Size. An electronic message center sign shall comprise no more less than 50 percent of the overall sign area of the sign structure and shall not, in any case, exceed 32 square feet in area. An electronic message center sign shall be

compatible with the design of the sign structure, including width, depth, and color of the cabinet.

3.4. *Dwell Time.* A message shall not change more frequently than once per six (6) seconds. The display of text only is permitted. The display of non-text graphics are prohibited. Flashing, chasing and scintillating lighting or operations are prohibited. The dwell time, defined as the interval of change between each individual message, shall be at least five (5) minutes. Any change of message shall be completed instantaneously. There shall be no special effects between messages.

5. *Images and Messaging.*

a. *Consecutive Images and Messages.* Consecutive images and messages on a single electronic changeable message sign face are prohibited when the second message answers a textual question posed on the prior slot, continues or completes a sentence started on the prior slot, or continues or completes a story line started on the prior slot.

b. *Static Images and Messages.* The image or message shall be static. There shall be no animation, flashing, scintillating lighting, movement, or the varying of light intensity during the message. Messages or images shall not scroll and shall not give any appearance or optical illusion of movement.

6. *Brightness.*

a. Each sign shall have a light sensing device to adjust brightness or illuminance as ambient light conditions change in order to ensure that the message meets the following brightness standards. The maximum brightness shall be 0.2 foot candles and shall be measured using the following formula:

i. $\text{Measurement Distance} = \sqrt{\text{Area of EMC Sign Face (sq. ft.)} \times 100}$

b. The sign face shall not display light that is of such intensity or brilliance to cause glare or otherwise impair the vision of a driver. No sign shall display light of such intensity that it interferes with the effectiveness of an official traffic sign, signal or device. Any violation of this section will result in the City requiring the sign owner to turn the sign off or show a "full black" image until the sign can be brought into compliance.

7. *Default Mechanism.* The sign shall have a default mechanism or setting that will cause the sign to turn off or show a "full black" image if a visible malfunction or failure occurs.

8. **Safety Hazard.** The sign shall not be configured to resemble a warning or danger signal. The sign shall not resemble or simulate any lights or official signage used to control traffic.

9. **Sign at a Place of Public Assembly.** Electronic message center signs at an arena, theater, or other place of public assembly on a site consisting of ~~fifteen~~ five (5) acres or more with 1,900 or more fixed seats;

a. ~~m~~May be attached to a wall or to a free standing sign, or both.

~~a.b. At such locations, an electronic message center sign is not subject to the size limitations set forth in this subsection and may display non-text graphics. The allowable area for identification signs located at an arena, theater or other public place of assembly on a site consisting of fifteen (15) acres or more with 1,900 or more fixed seats s~~shall not exceed 250 square feet per side. At such locations, an electronic message center sign is not subject to the size limitations of subsection B3 of this section.

c. An electronic message center sign is deemed to be an on-premise sign but may also provide community, governmental and public information announcements.

d. No variances to this subsection may be granted and the POD shall not accept any application therefore.

10. **Sign at Large Facility.** Electronic message center signs within large facility signs:

1. ~~s~~shall not exceed 50 percent of the overall sign area. At such locations, an electronic message center sign is not subject to the size limitations of subsection B3 of this section, and may display non-text graphics

11. **Fines Increased.** Violations of this section shall be punishable by a fine as follows:

- a. \$300 for the first violation
- b. \$500 for all subsequent violations

Human Signs

Currently "signs held by the hand of a person and not attached to any pole or other object affixed to the ground" are permitted signs that are exempt from permit requirements. This provision allows both noncommercial hand-held signs (i.e. campaign signs, protest signs, opinion signs) and commercial hand-held signs (i.e. signs advertising a business, product or sale). Council has expressed an interest in limiting *commercial* hand-held signs. Although not as stringently protected as non-commercial messages, commercial messages do have protections under the First Amendment and restrictions regulating

commercial messages are subject to an intermediate level of scrutiny by the courts. If a commercial message is protected by the First Amendment (that is, if the commercial message is not illegal or misleading), then government regulation of the message will only be found to be constitutional if (1) the asserted governmental interest underlying the regulation is substantial; (2) the regulation directly advances the government interest involved; and (3) the regulation is no more extensive than necessary to serve the government interest (i.e. the regulation is “narrowly drawn”). (*Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*, U.S. Supreme Court, 1980). The government bears the burden of establishing the constitutionality of its regulatory scheme.

In the last several years, there has been an increase in individuals holding signs and/or dressed as signs with commercial messages both on private property and in the right-of-way. Unless these commercial messages are found to be illegal or misleading, they are protected by the First Amendment. Any regulations to limit or prohibit such speech must, therefore, meet the requirements of the *Central Hudson* test.

(1) Asserted governmental interest underlying the regulation must be substantial.

Staff believes that these signs present a safety issue and are aesthetically out of keeping with the purpose and intent of the sign regulations. Traffic safety and aesthetics have been held to be substantial government interests, so this element of the test should be met.

(2) Regulation directly advances the government interest involved.

This element is not satisfied by mere speculation or conjecture by the government that the commercial speech is harmful; there must be proof (beyond obviousness or common sense) of “a concrete, non-speculative harm.” A “governmental body seeking to sustain a restriction on commercial speech must demonstrate that the harms it recites are real and that its restriction will in fact alleviate them to a material degree.” (*Edenfield v. Fane*, U.S. Supreme Court, 1993)

(3) Regulation must be narrowly drawn.

Although the regulation does not have to be the single best solution to correct the harm, there does at least need to be a reasonable fit between the government’s ends and means. Regulations should be narrowly tailored to achieve the desired objective. To uphold a regulation limiting or prohibiting commercial speech, a court must be assured that the government has “carefully calculated the costs and benefits associated with the burden on speech” imposed by the regulation. If Council is interested in pursuing a restriction on handheld commercial signs, some careful thought and analysis need to be put into meeting this element.

In listening to City Council, there appears to be a consensus to allow commercial handheld signs with time, place and manner restrictions. Below is a list of proposed amendments followed by the draft amendment Code language.

- Revise free speech signs to include signs worn by a person;

- Limit human signs to one (1) per business;
- Require that the human sign can only be used during business hours;
- Require that the human sign be located on the private property of the business being advertised or in the right-of-way adjacent to the private property being advertised;
- Prohibit human signs past the street side sidewalk edge or within two (2) feet of the street curb;
- Restrict human signs to those standing or walking on the ground (prohibit podiums, risers, stilts, etc.);
- Prohibit spinning, twirling, swinging or gyrating; and
- Define human signs.

Human Signs:

- a. Revise Section 16.40.120.3.2 (Exempt Signs) as follows:

Free-speech Signs held by the hand of or worn by a person and not attached to any pole or other object affixed to the ground.

- b. Add new language to Section 16.40.120.3.2 (Exempt Signs) as follows:

Human signs. A business shall be allowed to use one (1) human sign to advertise the products, programs, or services offered by the business provided that the human sign meets each and every one of the following criteria:

- (i) Human signs may only be displayed during the hours of operation of the business location that the human sign is advertising.
- (ii) Human signs shall operate only on the private property of the business being advertised or on right-of-way adjacent to the private property of the business being advertised, provided that no human sign shall be displayed past the street-side edge of the sidewalk or, if there is no sidewalk, within 2 feet of a vehicular traffic lane.
- (iii) Podiums, risers, stilts, vehicles, roofs, or other structures or devices shall not support a human sign. Human signs shall only be persons who stand or walk on the ground.
- (iv) Human signs shall not spin, twirl, swing, or gyrate.

- c. Add new language to Section 16.40.120.19 (Definitions) as follows:

Human sign. A sign held or worn by a human being for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service, activity, or product.

Three-Dimensional Signs (3-D Signs)

During the past several Council workshops and meetings regarding the sign regulations, the idea of permitting 3-D objects on off-premise and on-premise signs has been discussed. Staff is providing Council with draft regulations that would permit 3-D objects. Below is a list of the proposed amendments and the proposed draft Code language.

- Delete 3-D signs from the list of prohibited signs;
- Permit 3-D objects on off-premise signs;
- Regulate maximum depth and area of 3-D images on off-premise signs;
- Permit 3-D objects on on-premise signs;
- Provide a formula for calculating the area of 3-D objects included in on-premise signs; and
- Require that 3-D on-premise signs comply with right-of-way encroachment regulations.

Three Dimensional Signs (3-D signs):

- d. Delete from Section 16.40.120.3.3 (Prohibited Signs) the following existing language:

~~*Three-dimensional objects that are used as signs. The term includes objects that are not necessary for use or function of the site, objects that are exaggerated in size, color, and depiction so as to attract attention, or objects that are directly related to the finished product or service sold within an establishment.*~~

e. **OFF-PREMISES**

- i. Add a new number 10 to Section 16.40.120.15 (Supplementary sign regulations) as follows:

10. *Three-dimensional extensions.* Off-premises signs may include one or more three-dimensional extensions. Each extension is permitted to project to a maximum depth of five (5) feet beyond the surface of the sign face but not into any right-of-way. Three-dimensional extension(s) on any sign shall not exceed a total maximum area that exceeds thirty (30) percent of the total sign face area. Each three-dimensional extension shall comply with the requirements of the Florida Building Code and shall be required to obtain a building permit when necessary.

f. **ON-PREMISES**

- i. Add a new number 8 to Section 16.40.120.16 (Design requirements) as follows:

8. Three-dimensional signs. An on-premises sign may be in the shape of a three-dimensional object or may include one or more three-dimensional extensions.
- a. Three-dimensional signs shall conform in all respects to the pertinent height, area, location and numerical requirements of this Section (currently Section 16.40.120.17).
 - b. The area of a three-dimensional sign shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semi-circle, the sides of which touch the extreme points or edges of the projected image of the sign and multiplying that area by two (2). The "projected image" is that image created by tracing the largest possible two-dimensional outline of the sign.
 - c. The three-dimensional sign shall be located so that no sign or portion thereof is within a public pedestrian easement or extends beyond the property line of the premises on which such sign is located into the right-of-way unless the sign is attached to the face of the building and located eight feet above grade.

Flags

City Code Section 16.40.120.19 defines a "flag" as "any fabric, banner or bunting containing distinct colors, patterns or symbols, which is used or may be used as a symbol of a government, political subdivision, corporation, business, or other entity." Under the definition, a flag may also be used to express symbolic speech or for decorative purposes.

Sections 16.40.120.3.2 and 16.40.120.15 allow up to three (3) flags to be placed on a site without a permit. In accordance with *Dimmitt v. City of Clearwater*, in which the Court found it an unlawful differentiation of speech based on content for Clearwater to exempt only government flags from its permit requirement, the City of St. Petersburg does not consider the message expressed by a flag in determining whether the display of a flag is lawful. This means that under the St. Petersburg Code, a person may display any three (3) flags on a given site, including flags that some persons may find offensive (such as the Confederate flag or a Nazi swastika). It is important to remember that the City may not lawfully limit the flags flown to American flags. Therefore, if Council considers increasing the number of flags that may be displayed on a given property, it would include *any* flags and would not simply increase the number of American flags.

Other important aspects of Section 16.40.120.15 are:

- A maximum of three (3) flagpoles may be displayed on a given site;
- The maximum vertical dimension of a flag is limited to 20% of the height of the flagpole or, if no flagpole, 20% of the distance from the top of the flag to the ground; and
- There is no maximum horizontal dimension for flags.

There are currently some businesses within the City that have more than three (3) flags displayed on their properties. Codes had begun to cite these businesses, but Mayor Foster

has asked that Council examine the options for a possible revision of the Sign Code related to flags. During this time, all violations of 16.40.120.15(C)(1) are to be held in abeyance until this is resolved.

City Staff have devised three (3) possible ways in which the regulations of flags could be treated:

1. Make no changes and remain with status quo (maximum of three (3) flags allowed on any property);
2. Base the number of allowable flags on the frontage for the site, so that larger sites are allowed to display more flags than smaller sites (Miami Gardens has taken this approach but still limits the number of flags allowed to 3); and
3. Have no regulation of the number of flags, so that a property owner could display any number of flags on the owner's property.

Digital Billboards

Although digital billboards are governed by the Sign Code, the material for this workshop was not intended to re-address the issue of digital billboards. However, staff has recently received an application from Clear Channel Outdoor, along with an application fee, to amend the City Code to permit digital billboards. The application is currently scheduled to be considered by the Development Review Commission at their June meeting. At this time, staff anticipates the application will then come before City Council for two (2) public hearings in July.

NEXT STEP

Staff is recommending that City Council accept or modify the draft Code amendments included in this report and provide guidance on the issue of flags. If Council is satisfied with the draft language provided, staff will engage the community and stakeholders to determine any concerns and move forward to the formal adoption process.

Attachments: Non-conforming signs draft Code amendment
Abandoned signs draft Code amendment
Historic signs draft Code amendment
Electronic Message Centers draft Code amendment
Human signs draft Code amendment
3-D signs draft Code amendment
C.O.N.A. sign issues survey results
St. Petersburg Area Chamber of Commerce sign issues survey results
Minutes from June 23 and August 25, 2011 PS&I sign meetings
Minutes from October 20, 2011 City Council Sign Workshop
Minutes from January 13, 2012 City Council Sign Workshop

cc: Mayor Foster
Tish Elston
Rick Mussett

16.40.120.3.5 Nonconforming signs

- A. Except as provided in this Sign Code, a sign shall not be erected, raised, moved, placed, reconstructed, extended, enlarged, or altered, unless in conformity with this Sign Code.
- B. Nonconforming signs may be maintained or repaired. However, if a nonconforming sign is relocated or replaced, or structurally altered by more than 25 percent of the replacement cost of the existing sign, the sign shall be made to conform to this Sign Code. The value of all structural alterations to a nonconforming sign shall be calculated cumulatively and shall not exceed 25 percent of the replacement cost of the existing sign or the sign shall be made to conform to this Sign Code.
- C. A building or site which is improved or redeveloped at a cost in excess of 50 percent of the assessed value of the existing building or site shall require any nonconforming sign which is located on or is part of such building or site to conform to this Sign Code.
- ~~B.D.~~ Variances to this subsection are prohibited.

AN ORDINANCE AMENDING SECTION 16.40.120.3.4 OF THE ST. PETERSBURG CITY CODE REGARDING ABANDONED SIGNS; DEFINING WHEN AN ON-PREMISES SIGN BECOMES "ABANDONED"; ESTABLISHING ACTIONS A SIGN OWNER MAY TAKE TO PREVENT AN ON-PREMISES CONFORMING SIGN FROM BECOMING "ABANDONED"; PROVIDING THAT, IF A FREESTANDING ON-PREMISES SIGN THAT IS NONCONFORMING AS TO HEIGHT, SIGN AREA, OR PLACEMENT BECOMES ABANDONED AND REMAINS ABANDONED FOR SIX MONTHS, SUCH SIGN SHALL BE REMOVED BY THE PROPERTY OWNER AT THE OWNER'S EXPENSE; PROVIDING THAT, IF AN EXISTING BUILDING OR STRUCTURE IS DEMOLISHED FOR REDEVELOPMENT, ANY EXISTING FREESTANDING ON-PREMISES SIGNS THAT ARE NONCONFORMING AS TO HEIGHT, SIGN AREA, OR PLACEMENT SHALL BE CONSIDERED ABANDONED AND SHALL BE REMOVED AT THE TIME OF DEMOLITION; AND PROVIDING FOR AN EFFECTIVE DATE.

THE CITY OF ST. PETERSBURG DOES ORDAIN:

Section One. The St. Petersburg City Code is hereby amended by deleting Section 16.40.120.3.4 ("Abandoned signs") in its entirety and adding a new Section 16.40.120.3.4, to read as follows:

Section 16.40.120.3.4 Abandoned on-premises signs.

A. *Definition.* An on-premises sign becomes "abandoned" at the time any of the following conditions occur:

1. there has been no sign copy appearing on the sign face for a period of ninety (90) consecutive days; or
2. the establishment with which the sign is associated has ceased operation for ninety (90) consecutive days. This definition excludes signs for seasonal uses, which are operated intermittently throughout the year, where business has not ceased operation on a permanent basis. A conforming on-premises sign associated with an establishment that has ceased operation shall not be deemed "abandoned" if the owner takes one of the actions in Paragraph B.
 - a. Evidence that an establishment has ceased operation for ninety (90) consecutive days includes, but is not limited to, the following:
 1. No water and/or electric service to the establishment for a ninety (90) consecutive day period;

2. Expiration of business tax at least ninety (90) consecutive days prior without renewal;
3. Personal documented observation of City code investigator(s) that establishment has ceased operation for a period of ninety (90) consecutive days; or
4. General community knowledge, as documented through going-out-of-business announcements, newspaper announcements, etc. showing that the establishment has ceased operation for at least ninety (90) consecutive days.

B. When an establishment ceases operation, the owner of an on-premises sign that is associated with the establishment shall within ninety (90) days reuse the sign in conjunction with the ownership or operation of a new establishment on the premises or take one of the following actions:

1. Paint over the message on the sign face that advertises the business or other activity of the establishment.
2. Remove the sign face and replace it with a blank sign face.
3. Reverse the sign face and not illuminate the sign face from the interior. The message of the sign face shall not be visible when the sign face is reversed.
4. Utilize the sign face to display the message, "this space available," or words of similar significance, and the name and telephone number of the owner or the owner's agent, while the premises are vacant. A sign that contains such a message and that otherwise complies with the requirements of this sign code shall be deemed an allowable temporary sign for which a permit shall not be required.

C. If a freestanding on-premises sign that is nonconforming as to height, sign area, or placement becomes "abandoned" under Paragraph A and remains abandoned for six (6) consecutive months, such sign shall be removed by the property owner at the owner's expense. If the owner fails to remove the sign upon notice by the City, the City shall have the right to seek available legal and equitable relief to have the sign removed, and the costs of such removal shall be paid by the owner. No permit for any new sign on the site shall be issued until the abandoned sign is removed. This shall not be deemed to require the removal of a lawful off-premises sign.

D. If an existing building or structure is demolished, any existing freestanding on-premises signs that are nonconforming as to height, sign area, or placement shall be considered abandoned and shall be removed at the time of demolition. This shall not be deemed to require the removal of a lawful off-premises sign.

Section Two. Words that are ~~struck through~~ shall be deleted from the existing City Code and language which is underlined shall be added to the existing City Code. Provisions not specifically amended shall continue in full force and effect.

Section Three. The provisions of this ordinance shall be deemed to be severable. If any portion of this ordinance is deemed unconstitutional it shall not affect the constitutionality of any other portion of this ordinance.

Section Four. In the event this Ordinance is not vetoed by the Mayor in accordance with the City Charter, it shall become effective upon the expiration of the fifth business day after adoption unless the Mayor notifies the City Council through written notice filed with the City Clerk that the Mayor will not veto the Ordinance, in which case the Ordinance shall become effective immediately upon filing such written notice with the City Clerk. In the event this Ordinance is vetoed by the Mayor in accordance with the City Charter, it shall not become effective unless and until the City Council overrides the veto in accordance with the City Charter, in which case it shall become effective immediately upon a successful vote to override the veto.

Approved as to form and content:

City Attorney (designee)

Section ... - Signs of Historic Significance

A. Purpose

1. The Signs of Historic Significance regulations are intended to provide for the preservation of the City of St. Petersburg's unique character, history, and identity, as reflected in its historic and iconic signs, and
2. To preserve the sense of place that existed within the central business district and in areas of the City with concentrations of surviving historic signs, and
3. To protect the community from inappropriate reuse of nonconforming and/or illegal signs while ensuring that the signs are safe and well maintained, and
4. To prevent the unintentional loss of individual signs with historic or unique characteristics and, where possible, to provide a means for their retention and restoration, and
5. To allow the owner the flexibility to preserve historic and vintage signs. This classification does not preclude owners from removing these signs.
6. The regulations of this subsection apply only to signs included in the City's Inventory of Signs of Historic Significance as designated below.

B. Guidelines for Identification of a Sign of Historic Significance

1. The Community Preservation Commission shall establish and maintain an Inventory of Signs of Historic Significance subject to the guidelines below and shall make it available to the public.
2. A Sign of Historic Significance shall be reviewed for compliance with the following guidelines.

A. Technical guidelines:

1. The sign shall have been installed at least 40 years prior to the date of application;
2. The sign is exemplary of technology, craftsmanship or design of the period when it was constructed;
3. The sign uses historic sign materials or means of illumination such as exposed integral incandescent lighting, or exposed neon lighting;
4. The sign may be a detached, a projecting, a roof sign, a painted building sign, or a sign integral to the building's design (fascia sign);
5. The sign is structurally safe or can be made safe without substantially altering its historical appearance; and
6. The sign retains the majority of its character-defining features (materials, technologies, structure, colors, shapes, symbols, text and/or art) that have historical significance, or are integral to overall sign design, or convey historical or regional context. If character-defining features have been altered or removed, the majority are potentially restorable to their historic function and appearance.

B. Cultural/historical/design guidelines:

1. The sign shall exemplify the cultural, economic, and historic heritage of St. Petersburg;
2. The sign shall exhibit extraordinary aesthetic quality, creativity or innovation; or
3. The sign is unique; or was originally associated with a local business or local or regional chain; or there is scholarly documentation to support its preservation; or it is a rare surviving example of a once common type.

C. Process for Including a Sign in the Inventory of Signs of Historic Significance

1. Application for inclusion in the Inventory of Signs of Historic Significance shall be made by the property owner having control over a sign which meets the guidelines of this section, or may be initiated by the City.
2. If the applicant is not the owner of the property, the POD shall, within 10 days of submittal of the application, notify the owner in writing that an application for inclusion as a Sign of Historic Significance has been submitted.
3. Within 30 days of submittal of an application for nomination, the POD shall determine if the application is complete and if the nominated sign meets the applicable guidelines for the classification, and shall notify the applicant and/or property owner in writing whether or not the sign is eligible for designation.
4. If the POD determines that the sign is not eligible for inclusion in the inventory of Signs of Historic Significance, the property owner may appeal the decision to the Community Preservation Commission, and the Community Preservation Commission shall review the nomination at a public hearing after providing mailed and posted notice as required in the Application and Procedures Section.
5. If the POD determines that the sign is eligible for inclusion as a Sign of Historic Significance, the POD shall prepare an inventory report within 45 days of the determination of eligibility, which shall establish in the record that the property meets the applicable criteria, and schedule a public hearing before the Community Preservation Commission. The public hearing shall be noticed as required in the Application and Procedures Section. The report shall include the legal description of the property on which the sign is located.
6. At the public hearing, the Community Preservation Commission shall review the application and inventory report and approve, approve with conditions, or deny the request. The decision by the Community Preservation Commission shall be final unless appealed to or called for review by the City Council.
7. Notice of the inclusion in the inventory of Signs of Historic Significance shall be mailed to the owner of record of the Sign of Historic Significance.

D. Exemptions

1. Classification as a Sign of Historic Significance does not require a Certificate of Appropriateness for changes to the sign or demolition of the sign.
2. Signs listed by the Community Preservation Commission in the City's Historic Sign Inventory as a Sign of Historic Significance are exempted from the sign regulations regarding height, area, and location as set forth in this Section.
3. Signs of Historic Significance that are nonconforming as to size, height, and location are exempt from the regulations governing nonconforming signs and abandoned signs. However, they may not increase the nonconformity unless an adjustment or modification is approved by the Community Preservation Commission.
4. A Sign of Historic Significance may be repaired, restored, and/or adaptively reused if there is sufficient surviving fabric or sufficient historical documentation (photographs, postcards, permits, or other records) as determined by the POD on which to base the repair, restoration or adaptive reuse. An existing Sign of Historic Significance may be repaired, restored, or rehabilitated either in place, or off-site, and then re-erected on site.
5. A Sign of Historic Significance may be repaired or restored to any past appearance prior to 40 years before the date of application. If the owner of a Sign of Historic Significance can provide documentation or physical evidence that the original design included intermittent lighting features (e.g., flashing, blinking, chasing or sequentially lit elements which create the appearance of movement) or moving parts, those sign elements may be repaired and restored.
6. A Sign of Historic Significance that will be adaptively reused must retain, repair, or restore the majority of the character-defining features (e.g., materials, technologies, structure, colors, shapes, symbols, text, typography and/or artwork) that have historical significance, or are integral to the overall design of the sign, or convey historical or regional context. Changes to character-defining text are not allowed; any or all text that is not character defining can be changed. Changes to text must either match or be compatible with existing text or the text being replaced, in terms of materials, letter size, font, and color.
7. A Replica Sign is permissible when based on sufficient historical documentation of the sign and its location. The sign to be replicated must have been originally installed 40 years prior to the date of application. In order to construct a Replica Sign, the sign being replicated must be a Sign of Historic Significance and review of the design must be approved by the Community Preservation Commission. A sign can be replicated only once. Replicas of replicas are not permitted. A Replica Sign must use historical materials and technologies, or use contemporary materials and technologies that visually match historical ones. Replica signs may not be relocated off of the property on which they are originally erected.

E. Guidelines for Relocating a Sign of Historic Significance

Because the current location of a Sign of Historic Significance may preclude desired development, allowing the sign to be relocated to another site is necessary to ensure preservation. Signs removed from their sites may be stored elsewhere before relocation.

1. A Sign of Historic Significance may be relocated as follows:
 - a. To another location on the premises
 - b. To another location that houses the same or similar business
 - c. To areas of similar character of the present location
 - d. To the original location
2. A Sign of Historic Significance shall not be relocated to NT or NS zoned property.
3. All relocations are subject to the following:
 - a. The sign shall meet the required sign setback of the zoning district in which it is relocated or the required setback for the principal structure, whichever is less.
 - b. Projecting signs that project into the public right-of-way shall follow the rules and procedures of City government, and shall follow the sign permitting process.
5. If relocated to another premise, the Sign of Historic Significance shall display conspicuous text or a plaque that indicates that the sign has been relocated, the date of relocation, and the original location.

F. Sign Calculations for a Sign of Historic Significance

1. A Sign of Historic Significance shall not count against the total allowable sign area for the premises and shall not count against the number of signs allowed for the premises.
2. Replica Signs are exempt from the maximum square footage requirements. Variances to height and area shall not be required for Replica Signs.

G. Demolition of a Sign of Historic Significance

1. This classification does not preclude the owner from removing the sign. Demolition is subject to a 30 day waiting period to facilitate salvage or relocation of the sign. The sign owner shall allow reasonable access to the sign to facilitate documentation and salvage activities.

Electronic Message Centers

- B. Digital or Electronic Message Centers. ~~Digital or E~~electronic message center signs shall comply with the following regulations:

1. **Location.** ~~Digital or E~~electronic message center signs are permitted in all zoning districts except for neighborhood and corridor residential districts.
 - a. Digital or electronic message center signs are prohibited within the boundary of a locally designated historic structure or site. Performing arts venues are exempt from this prohibition with approval of a certificate of appropriateness.
 - b. Digital or electronic message center signs may not directly face a residential one- or two-unit property located within in a Neighborhood zoning district.
 - c. Digital or electronic message center signs are prohibited from being inserted into, or added to, nonconforming signs. No variance to this prohibition shall be granted and the POD shall not accept any variance application to this requirement.
- 1.2. **Design.** An electronic message center sign shall be permitted only as an integral component of a freestanding sign or, to the extent permitted by these regulation, as an integral component of a building sign. An electronic message center sign shall be compatible with the design of the primary sign structure, including width, depth and color of the cabinet.
- 2.3. **Size.** An electronic message center sign shall comprise no more less than 50 percent of the overall sign area of the sign structure and shall not, in any case, exceed 32 square feet in area. ~~An electronic message center sign shall be compatible with the design of the sign structure, including width, depth, and color of the cabinet.~~
- 3.4. **Dwell Time.** ~~A message shall not change more frequently than once per six (6) seconds. The display of text only is permitted. The display of non-text graphics are prohibited. Flashing, chasing and scintillating lighting or operations are prohibited.~~ The dwell time, defined as the interval of change between each individual message, shall be at least five (5) minutes. Any change of message shall be completed instantaneously. There shall be no special effects between messages.

5. Images and Messaging.

- a. **Consecutive Images and Messages.** Consecutive images and messages on a single electronic changeable message sign face are prohibited when the second message answers a textual question posed on the prior slot, continues or completes a sentence started on the prior slot, or continues or completes a story line started on the prior slot.
- b. **Static Images and Messages.** The image or message shall be static. There shall be no animation, flashing, scintillating lighting, movement, or the varying of light intensity during the message. Messages or images shall not scroll and shall not give any appearance or optical illusion of movement.

6. Brightness.

- a. Each sign shall have a light sensing device to adjust brightness or illuminance as ambient light conditions change in order to ensure that the message meets the following brightness standards. The maximum brightness shall be 0.2 foot candles and shall be measured using the following formula:

i. Measurement Distance = $\sqrt{\text{Area of EMC Sign Face (sq. ft.)} \times 100}$

b. The sign face shall not display light that is of such intensity or brilliance to cause glare or otherwise impair the vision of a driver. No sign shall display light of such intensity that it interferes with the effectiveness of an official traffic sign, signal or device. Any violation of this section will result in the City requiring the sign owner to turn the sign off or show a "full black" image until the sign can be brought into compliance.

7. **Default Mechanism.** The sign shall have a default mechanism or setting that will cause the sign to turn off or show a "full black" image if a visible malfunction or failure occurs.

8. **Safety Hazard.** The sign shall not be configured to resemble a warning or danger signal. The sign shall not resemble or simulate any lights or official signage used to control traffic.

9. **Sign at a Place of Public Assembly.** Electronic message center signs at an arena, theater, or other place of public assembly on a site consisting of fifteen (15) five (5) acres or more with 1,900 or more fixed seats;

a. ~~may~~ May be attached to a wall or to a free standing sign, or both.

b. ~~At such locations, an electronic message center sign is not subject to the size limitations set forth in this subsection and may display non-text graphics. The allowable area for identification signs located at an arena, theater or other public place of assembly on a site consisting of fifteen (15) acres or more with 1,900 or more fixed seats shall not exceed 250 square feet per side. At such locations, an electronic message center sign is not subject to the size limitations of subsection B3 of this section.~~

c. An electronic message center sign is deemed to be an on-premise sign but may also provide community, governmental and public information announcements.

d. No variances to this subsection may be granted and the POD shall not accept any application therefore.

10. **Sign at Large Facility.** Electronic message center signs within large facility signs;

4.1. ~~shall not exceed 50 percent of the overall sign area. At such locations, an electronic message center sign is not subject to the size limitations of subsection B3 of this section, and may display non-text graphics~~

11. **Fines Increased.** Violations of this section shall be punishable by a fine as follows:

5-a. \$300 for the first violation

6-b. \$500 for all subsequent violations

I. HUMAN SIGNS

- a. Revise Section 16.40.120.3.2 (Exempt Signs) as follows:

Free-speech Signs held by the hand of or worn by a person and not attached to any pole or other object affixed to the ground.

- b. Add new language to Section 16.40.120.3.2 (Exempt Signs) as follows:

Human signs. A business shall be allowed to use one (1) human sign to advertise the products, programs, or services offered by the business provided that the human sign meets each and every one of the following criteria:

- (i) Human signs may only be displayed during the hours of operation of the business location that the human sign is advertising.
- (ii) Human signs shall operate only on the private property of the business being advertised or on right-of-way adjacent to the private property of the business being advertised, provided that no human sign shall be displayed past the street-side edge of the sidewalk or, if there is no sidewalk, within 2 feet of a vehicular traffic lane. .
- (iii) Podiums, risers, stilts, vehicles, roofs, or other structures or devices shall not support a human sign. Human signs shall only be persons who stand or walk on the ground.
- (iv) Human signs shall not spin, twirl, swing, or gyrate.

- c. Add new language to Section 16.40.120.19 (Definitions) as follows:

Human sign. A sign held or worn by a human being for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service, activity, or product.

II. THREE-DIMENSIONAL SIGNS

- a. Delete from Section 16.40.120.3.3 (Prohibited Signs) the following existing language:

Three-dimensional objects that are used as signs. The term includes objects that are not necessary for use or function of the site, objects that are exaggerated in size, color, and depiction so as to attract attention, or objects that are directly related to the finished product or service sold within an establishment.

- b. OFF-PREMISES

- i. Add a new number 10 to Section 16.40.120.15 (Supplementary sign regulations) as follows:






10. *Three-dimensional extensions.* Off-premises signs may include one or more three-dimensional extensions. Each extension is permitted to project to a maximum depth of five (5) feet beyond the surface of the sign face but not into any right-of-way. Three-dimensional extension(s) on any sign shall not exceed a total maximum area that exceeds thirty (30) percent of the total sign face area. Each three-dimensional extension shall comply with the requirements of the Florida Building Code and shall be required to obtain a building permit when necessary.

c. ON-PREMISES





i. Add a new number 8 to Section 16.40.120.16 (Design requirements) as follows:

8. *Three-dimensional signs.* An on-premises sign may be in the shape of a three-dimensional object or may include one or more three-dimensional extensions.
- a. Three-dimensional signs shall conform in all respects to the pertinent height, area, location and numerical requirements of this Section (currently Section 16.40.120.17).
 - b. The area of a three-dimensional sign shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semi-circle, the sides of which touch the extreme points or edges of the projected image of the sign and multiplying that area by two (2). The “projected image” is that image created by tracing the largest possible two-dimensional outline of the sign.
 - c. The three-dimensional sign shall be located so that no sign or portion thereof is within a public pedestrian easement or extends beyond the property line of the premises on which such sign is located into the right-of-way unless the sign is attached to the face of the building and located eight feet above grade.






1. Signage is necessary, both to locate businesses and to help them attract customers.

		Response Percent	Response Count
Strongly Agree		54.7%	87
Agree		36.5%	58
Neutral		3.8%	6
Disagree		3.1%	5
Strongly Disagree		1.9%	3
answered question			159
skipped question			0






2. In order to develop a sign ordinance that works for everyone, the City of Saint Petersburg must conduct workshops where representatives from business and neighborhood associations, the sign industry and the City interact in two-way dialog.

		Response Percent	Response Count
Strongly Agree		50.9%	81
Agree		37.7%	60
Neutral		10.1%	16
Disagree		1.3%	2
Strongly Disagree		0.0%	0
answered question			159
skipped question			0






3. Besides quality and safety the sign ordinance should allow for creativity and for a unique Saint Petersburg identity.

		Response Percent	Response Count
Strongly Agree		56.0%	89
Agree		30.2%	48
Neutral		9.4%	15
Disagree		3.8%	6
Strongly Disagree		0.6%	1
answered question			159
skipped question			0






4. One size does not fit all. Neighborhoods, business districts, shopping districts, major thoroughfares and the interstate highway should all be treated differently.

		Response Percent	Response Count
Strongly Agree		58.5%	93
Agree		29.6%	47
Neutral		6.9%	11
Disagree		3.1%	5
Strongly Disagree		1.9%	3
answered question			159
skipped question			0






5. Neighborhoods, Business and Shopping districts should be allowed to develop their own unique sign guidelines and identity on top of Saint Petersburg's.

		Response Percent	Response Count
Strongly Agree		25.8%	41
Agree		27.0%	43
Neutral		13.8%	22
Disagree		22.0%	35
Strongly Disagree		11.3%	18
answered question			159
skipped question			0






6. Sign ordinance should take into account the streetscape, lighting and foliage for the area the sign is going.

		Response Percent	Response Count
Strongly Agree		50.9%	81
Agree		40.3%	64
Neutral		3.8%	6
Disagree		4.4%	7
Strongly Disagree		0.6%	1
answered question			159
skipped question			0






7. The process for getting a sign approved should be simple, quick and inexpensive.

		Response Percent	Response Count
Strongly Agree		45.9%	73
Agree		34.0%	54
Neutral		10.7%	17
Disagree		8.2%	13
Strongly Disagree		1.3%	2
answered question			159
skipped question			0






8. Signs perpendicular to the road (oriented toward vehicle traffic) are seen by the many. They should use technology and attraction activities carefully as to not adversely affect driver safety or diminish the character or overall perception of the City of Saint Petersburg.

		Response Percent	Response Count
Strongly Agree		49.1%	78
Agree		42.8%	68
Neutral		4.4%	7
Disagree		2.5%	4
Strongly Disagree		1.3%	2
answered question			159
skipped question			0






9. Signs perpendicular to the road (oriented toward vehicle traffic) should go through a scheduled committee review process, not just signed off by one person.

		Response Percent	Response Count
Strongly Agree		32.1%	51
Agree		37.1%	59
Neutral		18.2%	29
Disagree		8.8%	14
Strongly Disagree		3.8%	6
answered question			159
skipped question			0





10. Sign Approval Committees should be made up of both representatives of the City and the specific neighborhood or business\shopping district where the sign is going.

		Response Percent	Response Count
Strongly Agree		47.8%	76
Agree		33.3%	53
Neutral		10.1%	16
Disagree		5.7%	9
Strongly Disagree		3.1%	5
answered question			159
skipped question			0






11. Signs oriented toward pedestrian traffic could be more liberal in their use of technology and multimedia, allowing for interactive displays, networked informational kiosks and district co-marketing and other ideas yet imagined.

		Response Percent	Response Count
Strongly Agree		21.4%	34
Agree		37.1%	59
Neutral		24.5%	39
Disagree		12.6%	20
Strongly Disagree		4.4%	7
answered question			159
skipped question			0



12. The language in the sign ordinance should be clear and understandable to any mom and pop looking to open a business.

		Response Percent	Response Count
Strongly Agree		58.5%	93
Agree		35.8%	57
Neutral		5.0%	8
Disagree		0.0%	0
Strongly Disagree		0.6%	1
answered question			159
skipped question			0



13. If a permit is required for a given sign, it should be incumbent upon the sign professional producing the sign to ensure it is legal and allowed at the location of the business and in the manner it is being mounted.

		Response Percent	Response Count
Strongly Agree		44.7%	71
Agree		34.0%	54
Neutral		11.3%	18
Disagree		6.3%	10
Strongly Disagree		3.8%	6
answered question			159
skipped question			0

14. Do you live in Saint Petersburg?

		Response Percent	Response Count
Yes		98.1%	153
No		1.9%	3
If yes which neighborhood, if no where?			132
answered question			156
skipped question			3

15. Do you work in Saint Petersburg?

		Response Percent	Response Count
Yes		58.8%	87
No		41.2%	61
If yes what district if no where or NA			101
answered question			148
skipped question			11

16. Comments ("Your Two Cents") :

	Response Count
	63
answered question	63
skipped question	96

Q14. Do you live in Saint Petersburg?

1	maximo moorings	Jan 23, 2012 2:53 PM
2	snell isle	Jan 23, 2012 2:05 PM
3	Central Oak Park	Jan 23, 2012 1:57 PM
4	Maximo Moorings	Jan 23, 2012 6:28 AM
5	North Kenwood	Jan 22, 2012 6:53 AM
6	CONA	Jan 22, 2012 6:52 AM
7	COPN	Jan 22, 2012 6:37 AM
8	Central oak park	Jan 22, 2012 6:31 AM
9	edgemoore estates	Jan 22, 2012 6:17 AM
10	Central Oak Park	Jan 22, 2012 5:43 AM
11	Snell Isle	Jan 22, 2012 5:05 AM
12	central oak park	Jan 22, 2012 4:38 AM
13	Central oak park	Jan 22, 2012 4:31 AM
14	North St Pete	Jan 22, 2012 2:31 AM
15	Centrak Oak Park	Jan 22, 2012 2:20 AM
16	central oak park	Jan 22, 2012 12:07 AM
17	Central Oak Park	Jan 21, 2012 11:47 PM
18	Snell Isle	Jan 21, 2012 2:08 PM
19	Maximo Moorings	Jan 21, 2012 12:03 PM
20	Maximo Moorings	Jan 21, 2012 11:06 AM
21	Maximo	Jan 21, 2012 9:52 AM
22	Maximo Moorings	Jan 21, 2012 6:13 AM
23	Maximo	Jan 21, 2012 6:11 AM
24	Maximo Moorings	Jan 21, 2012 6:10 AM
25	Lakewood Estates	Jan 20, 2012 9:48 PM
26	Snell Isle	Jan 20, 2012 1:19 PM
27	Snell Isle	Jan 20, 2012 11:55 AM

Q14. Do you live in Saint Petersburg?		
28	BAYVIEW DR N,E.	Jan 20, 2012 10:31 AM
29	Kenwood	Jan 20, 2012 10:04 AM
30	Lakewood Estates	Jan 20, 2012 9:55 AM
31	Lakewood Estates	Jan 20, 2012 9:05 AM
32	Kenwood	Jan 20, 2012 8:59 AM
33	snell isle	Jan 20, 2012 8:45 AM
34	North East, St. Pete	Jan 20, 2012 8:43 AM
35	old southeast	Jan 20, 2012 8:43 AM
36	Lakewood Estates	Jan 20, 2012 8:18 AM
37	Kenwood	Jan 20, 2012 8:07 AM
38	Snell Isle	Jan 20, 2012 6:21 AM
39	Euclid	Jan 20, 2012 5:54 AM
40	historic kenwood	Jan 20, 2012 5:31 AM
41	historic kenwood	Jan 20, 2012 5:04 AM
42	Downtown 3rd Ave & 8th St	Jan 20, 2012 4:31 AM
43	Snell Isle	Jan 19, 2012 7:35 PM
44	snell isle	Jan 19, 2012 6:35 PM
45	Old Northeast	Jan 19, 2012 6:06 PM
46	Snell Isle	Jan 19, 2012 5:10 PM
47	Snell Isle	Jan 19, 2012 4:09 PM
48	Snell Isle	Jan 19, 2012 3:08 PM
49	33704	Jan 19, 2012 2:58 PM
50	Meadowlawn	Jan 19, 2012 1:37 PM
51	Snell Isle	Jan 19, 2012 1:22 PM
52	Snell isle	Jan 19, 2012 12:41 PM
53	CRESCENT LAKE	Jan 19, 2012 12:37 PM
54	Snell Isle	Jan 19, 2012 12:11 PM

Q14. Do you live in Saint Petersburg?

55	Snell Isle Estates	Jan 19, 2012 12:03 PM
56	Gulfport	Jan 19, 2012 10:17 AM
57	St Pete	Jan 19, 2012 10:01 AM
58	Inglewood	Jan 19, 2012 10:01 AM
59	Snell Isle	Jan 19, 2012 9:49 AM
60	snell isle	Jan 19, 2012 9:48 AM
61	Mirror Lake	Jan 19, 2012 9:46 AM
62	Historic Kenwook	Jan 19, 2012 9:44 AM
63	Snell Isle	Jan 19, 2012 9:44 AM
64	Old Northeast	Jan 19, 2012 9:42 AM
65	Fossil Park	Jan 19, 2012 9:34 AM
66	Snell Isle	Jan 19, 2012 8:48 AM
67	Snell Island	Jan 19, 2012 8:43 AM
68	Historic Kenwood	Jan 19, 2012 8:35 AM
69	Kenwood	Jan 19, 2012 8:16 AM
70	Old Northeast	Jan 19, 2012 7:54 AM
71	Historic Kenwood	Jan 19, 2012 7:49 AM
72	treasure island	Jan 19, 2012 7:40 AM
73	Snell Isle	Jan 19, 2012 7:37 AM
74	Snell Isle	Jan 19, 2012 7:28 AM
75	Historic Kenwood	Jan 19, 2012 7:24 AM
76	Snell Isle	Jan 19, 2012 6:52 AM
77	Snell Isle	Jan 19, 2012 6:36 AM
78	Snell Isle	Jan 19, 2012 6:31 AM
79	Snell Isle	Jan 19, 2012 6:22 AM
80	Historic Kenwood	Jan 19, 2012 6:21 AM
81	snell isle	Jan 19, 2012 5:43 AM

Q14. Do you live in Saint Petersburg?

82	Pasadena Bear Creek	Jan 19, 2012 5:28 AM
83	Kenwood	Jan 19, 2012 5:27 AM
84	Harris Park	Jan 19, 2012 5:15 AM
85	Historic Kenwood	Jan 19, 2012 5:02 AM
86	snell isle	Jan 19, 2012 3:48 AM
87	Snall Isle	Jan 19, 2012 2:00 AM
88	Historic Kenwood	Jan 18, 2012 9:16 PM
89	Kenwood	Jan 18, 2012 8:25 PM
90	Eden Isle	Jan 18, 2012 7:56 PM
91	snell isle	Jan 18, 2012 7:55 PM
92	n/a	Jan 18, 2012 7:54 PM
93	Historic Kenwood	Jan 18, 2012 7:34 PM
94	Eden Isle	Jan 18, 2012 7:26 PM
95	Snell Isle	Jan 18, 2012 7:07 PM
96	snell isle	Jan 18, 2012 6:46 PM
97	Historic Kenwood	Jan 18, 2012 6:44 PM
98	Central oak park	Jan 18, 2012 6:41 PM
99	Kenwood	Jan 18, 2012 6:41 PM
100	Historic Kenwood	Jan 18, 2012 6:33 PM
101	Historic Kenwood	Jan 18, 2012 6:29 PM
102	old ne	Jan 18, 2012 6:26 PM
103	Historic Kenwood	Jan 18, 2012 6:21 PM
104	kenwood	Jan 18, 2012 6:18 PM
105	Snell Isle	Jan 18, 2012 6:13 PM
106	Historic Kenwood	Jan 18, 2012 6:01 PM
107	Snell Isle	Jan 18, 2012 5:59 PM
108	Kenwood Historic District	Jan 18, 2012 5:57 PM

Q14. Do you live in Saint Petersburg?

109	Historic Kenwood	Jan 18, 2012 5:39 PM
110	Kenwood	Jan 18, 2012 5:39 PM
111	Kenwood	Jan 18, 2012 5:33 PM
112	Snell Isle	Jan 18, 2012 5:18 PM
113	Snell Isle	Jan 18, 2012 5:14 PM
114	Snell Isle	Jan 18, 2012 5:01 PM
115	Snell Isle	Jan 18, 2012 4:48 PM
116	Snell isle	Jan 18, 2012 4:40 PM
117	Snell Isle	Jan 18, 2012 4:14 PM
118	Snell Isle	Jan 18, 2012 4:10 PM
119	Snell isle	Jan 18, 2012 4:09 PM
120	Snell Isle	Jan 18, 2012 4:02 PM
121	Snell Isle	Jan 18, 2012 4:00 PM
122	Snell Isle	Jan 18, 2012 3:58 PM
123	Historic Kenwood	Jan 18, 2012 3:52 PM
124	Snell Island	Jan 18, 2012 3:30 PM
125	Snell Isle	Jan 18, 2012 3:26 PM
126	Snell Isle	Jan 18, 2012 3:24 PM
127	Snell island	Jan 18, 2012 3:16 PM
128	Snell Isle	Jan 18, 2012 3:08 PM
129	Snell Isle	Jan 18, 2012 3:03 PM
130	Bayway Isles	Jan 18, 2012 2:05 PM
131	Central Oak Park NA	Jan 18, 2012 1:52 PM
132	Riviera Bay Civic Association	Jan 18, 2012 1:39 PM

Q15. Do you work in Saint Petersburg?

1	south st petersburg	Jan 23, 2012 2:53 PM
2	euclid	Jan 23, 2012 2:05 PM
3	Maximo Moorings	Jan 23, 2012 5:57 AM
4	Old NE	Jan 22, 2012 6:53 AM
5	Na	Jan 22, 2012 6:52 AM
6	Central oak park, kenwood	Jan 22, 2012 6:31 AM
7	retired from city of St.Petersburg	Jan 22, 2012 6:17 AM
8	Tyrone Area	Jan 22, 2012 5:05 AM
9	na	Jan 22, 2012 4:38 AM
10	Gatewaty	Jan 22, 2012 2:31 AM
11	Downtown	Jan 22, 2012 2:20 AM
12	grand central district	Jan 22, 2012 12:07 AM
13	Kenwood	Jan 21, 2012 11:47 PM
14	Clearwater	Jan 21, 2012 2:08 PM
15	Central Ave, west of 34th St	Jan 21, 2012 12:03 PM
16	Sterling, Virginia	Jan 21, 2012 9:52 AM
17	n/a	Jan 21, 2012 6:13 AM
18	Pinellas	Jan 21, 2012 6:11 AM
19	Raymond James	Jan 21, 2012 6:10 AM
20	Realtor in Southern Pinellas County	Jan 21, 2012 5:44 AM
21	I taught school at Bay Point Middle for 34 years before I retired.	Jan 20, 2012 9:48 PM
22	Downtown	Jan 20, 2012 1:19 PM
23	Carillon	Jan 20, 2012 11:55 AM
24	NA	Jan 20, 2012 10:31 AM
25	Grand Central Business District	Jan 20, 2012 10:04 AM
26	RETIRED, used to work in St, Petersburg	Jan 20, 2012 9:05 AM
27	Kenwood	Jan 20, 2012 8:59 AM

Q15. Do you work in Saint Petersburg?

28	downtown	Jan 20, 2012 8:45 AM
29	Tyrone area	Jan 20, 2012 8:43 AM
30	northeast	Jan 20, 2012 8:43 AM
31	Carillon Office Park, do not know district	Jan 20, 2012 6:21 AM
32	Grand Central	Jan 20, 2012 5:54 AM
33	downtown	Jan 20, 2012 5:04 AM
34	tampa	Jan 19, 2012 6:35 PM
35	5101 First Street NE	Jan 19, 2012 6:06 PM
36	Downtown	Jan 19, 2012 5:10 PM
37	Retired - NA	Jan 19, 2012 4:09 PM
38	Clearwater	Jan 19, 2012 2:58 PM
39	North 4th Street	Jan 19, 2012 1:22 PM
40	Stay at home mom	Jan 19, 2012 12:41 PM
41	GRAND CENTRAL	Jan 19, 2012 12:37 PM
42	5th Ave North & 34th St.	Jan 19, 2012 12:11 PM
43	Downtown	Jan 19, 2012 12:03 PM
44	Grand Central	Jan 19, 2012 10:17 AM
45	District 8	Jan 19, 2012 10:01 AM
46	Central Ave	Jan 19, 2012 10:01 AM
47	Snell Isle	Jan 19, 2012 9:49 AM
48	Grand Central	Jan 19, 2012 9:46 AM
49	Now retired	Jan 19, 2012 9:44 AM
50	Grand Central District	Jan 19, 2012 9:42 AM
51	Grand Central District	Jan 19, 2012 9:34 AM
52	Grand Central	Jan 19, 2012 8:48 AM
53	Gateway	Jan 19, 2012 8:43 AM
54	Historic Kenwood	Jan 19, 2012 8:35 AM

Q15. Do you work in Saint Petersburg?

55	Grand Central Business District	Jan 19, 2012 8:16 AM
56	Old Northeast	Jan 19, 2012 7:54 AM
57	central oak park	Jan 19, 2012 7:40 AM
58	16th Street and 10th Ave. N.	Jan 19, 2012 7:37 AM
59	snell isle	Jan 19, 2012 7:36 AM
60	Carillon Parkway	Jan 19, 2012 7:28 AM
61	Tampa	Jan 19, 2012 7:24 AM
62	varier	Jan 19, 2012 6:52 AM
63	Crescent lake	Jan 19, 2012 6:36 AM
64	South Saint Petersburg	Jan 19, 2012 6:31 AM
65	Downtown	Jan 19, 2012 6:22 AM
66	District 6	Jan 19, 2012 6:21 AM
67	Downtown	Jan 19, 2012 5:27 AM
68	4	Jan 19, 2012 5:15 AM
69	Carillon Park	Jan 19, 2012 5:02 AM
70	NA	Jan 19, 2012 2:00 AM
71	Historic Kenwood	Jan 18, 2012 9:16 PM
72	NA	Jan 18, 2012 8:25 PM
73	n/a	Jan 18, 2012 7:54 PM
74	All Children's	Jan 18, 2012 7:26 PM
75	Gateway	Jan 18, 2012 7:07 PM
76	retired	Jan 18, 2012 6:44 PM
77	Citrus park. Tampa	Jan 18, 2012 6:41 PM
78	Retired	Jan 18, 2012 6:41 PM
79	offshore	Jan 18, 2012 6:18 PM
80	NA	Jan 18, 2012 5:39 PM
81	downtown St. Petersburg	Jan 18, 2012 5:18 PM

Q15. Do you work in Saint Petersburg?

82	Pinellas County	Jan 18, 2012 5:14 PM
83	ACH	Jan 18, 2012 5:01 PM
84	Fourth Street N	Jan 18, 2012 4:48 PM
85	Downtown	Jan 18, 2012 4:40 PM
86	Snell Isle	Jan 18, 2012 4:34 PM
87	NA retired	Jan 18, 2012 4:14 PM
88	northern St. Pete	Jan 18, 2012 4:10 PM
89	Retired	Jan 18, 2012 4:09 PM
90	Downtown	Jan 18, 2012 4:02 PM
91	Retired	Jan 18, 2012 4:00 PM
92	Shore Acres	Jan 18, 2012 3:58 PM
93	All districts	Jan 18, 2012 3:52 PM
94	6155 18th Street N	Jan 18, 2012 3:24 PM
95	Na	Jan 18, 2012 3:16 PM
96	NE St. Pete	Jan 18, 2012 3:09 PM
97	pinellas	Jan 18, 2012 3:08 PM
98	Feather Sound	Jan 18, 2012 3:03 PM
99	District 1,2,3	Jan 18, 2012 1:52 PM
100	District 2	Jan 18, 2012 1:39 PM
101	(Retired)	Jan 18, 2012 1:10 PM

Q16. Comments ("Your Two Cents"):

1	Don't make it too complicated for small business, but keep it in good taste and crowded business areas should have more thought on how easy to see the signs while driving looking for the business, to help avoid accidents, while keeping it attractive. Making changes should not affect already existing signs, as this could be cost prohibitive to small business, but go into affect in adding or changing new signs.	Jan 22, 2012 6:37 AM
2	Questions #8 and #11 were worded oddly so let me tell you my opinion of what should be allowed on the signs. Firstly, electric signs should not be allowed in residential areas. In commercial areas however, they should be allowed to help businesses attract customers. We need businesses to be successful in St. Petersburg to attract and keep new homeowners and their families. This only occurs when you have successful business and employment opportunities. Secondly, the business owners should not be unduly limited in sign usage. I see no difference whether the sign is directed toward vehicle traffic or pedestrian traffic. If fact, if someone is driving and wants to look at a sign that is not directed at them, trying to see that sign is more distracting than a sign facing them. Additionally, what is the difference between seeing a palm tree on a electronic sign or seeing a palm tree in the ground. I do not feel that "strobe light" effects should be used on signs, but normal movement of something like a flag flying, or palm tree swaying, or animal moving, or text scrolling is not distracting and brings your attention to the business that is advertising. We have to give people who are so adversely affected by these rules an opportunity to present their cases because there does not seem to be much substantiation to the objections posed by those who do not want these signs other than "We don't want these signs." That is not how a democracy works. A small group of people should not be able to dictate and impose their thoughts and opinions on the whole. As to making it incumbent on the sign company to point out the "uselessness" of the sign they are trying to sell to the business, I feel that we are putting the onus for disclosure on the wrong people. It is the City of St. Petersburg that is limiting the sign usage, not the sign company. If the City requires a permit to install the sign, they should be responsible for verifying disclosure of the limitations on the signs' usage.	Jan 22, 2012 5:05 AM
3	If the sign ordinance is clear, there shouldn't be a need for a "committee"	Jan 22, 2012 12:07 AM
4	I just want to point out that our city's official name is St. Petersburg, not Saint Petersburg. I think this is VERY important when considering issues of signage and official communication to citizens.	Jan 21, 2012 7:24 PM
5	On the subject of signage, it would be wonderful to get rid of the billboards along the highways. I feel it cheapens the look of the area. Smaller signs could serve the same purposes.	Jan 21, 2012 11:06 AM
6	I do not think that city signs should be placed in private developments. The reason we purchase homes in them is because we want the aesthetic beauty and the peace and security. Private developments do not have the same level of traffic as public streets and should not ever have yellow city signs of any sort. Over the past 40 years, I have watched Maximo Moorings deteriorate into a less aesthetically pleasing place to live with all the city signage. These signs have devalued the value of properties along with bringing in less desirable people.	Jan 21, 2012 9:52 AM
7	Just don't waste your time and money with red tap. Just do it get it done and	Jan 21, 2012 6:11 AM

Q16. Comments ("Your Two Cents"):

move on to bigger and more important issues. I know these are some things we need to review and get done but are government and people in charge to make changes and make decisions seems to love red tap and end up costing us money. That's what's wrong with this country we caause to much red tap on issues that shouldn't take long to decide. Just get it done and move on!! This is my two cents in this matter.

8 I have thought for some time now that St. Petersburg is looking very tacky and second rate in regards to the appearance of our major in-town arteries and the signage on them. A standardized sign policy would go a long way towards making our city more attractive and reduce the visual clutter we now have. Jan 21, 2012 6:10 AM

9 Need to eliminate the inconsistencies now prevalent in the city and try to minimize sign blight. Jan 20, 2012 11:55 AM

10 Lady-Bird Johnson never had to travel in her own vehicle or she would'nt have been so adamant about sign removal on Interstates. We need signs ! Where to eat,gas up,Stop,rest etc. Same theory for ST Petersburg,Florida. Jan 20, 2012 10:31 AM

11 I know the neighborhoods are targeting the signs advertising houses for sale. What the neighborhoods do not appreciate is these signs are actually helpful to them as they assist in quickly selling houses which otherwise may sit empty. It would make me more aware of what is available in my neighborhood so I could pass this information to someone I know who might be interested. Tell the busybodies in these neighborhoods to leave these signs alone! Jan 20, 2012 9:55 AM

12 There should be a reason for a sign (ie, directions, information, etc.) Signs should be in good taste and not distracting to drivers. Overall, less is far better than more. Think Vermont, not "South of the Border" Jan 20, 2012 9:05 AM

13 ----- "Neighborhoods, Business and Shopping districts should be allowed to develop their own unique sign guidelines and identity on top of Saint Petersburg's ..." A sign policy should be applicable to the zone where the sign is placed, not based on the neighborhood where it is placed. This type of contextual neighborhood policy places a businesses sign compliance and regulation in the hands of local neighborhood associations (who may not have adequate qualifications and experience in determining fair and just compliance and regulation.) ----- "... should use technology and attraction activities carefully as to not adversely affect driver safety or diminish the character of ... " The city must carefully and realistically define "'adversely affect driver safety" and "diminish the character of". I understand that modern digital (animated) signs are a new concern, as well as hired sign holders on street corners. The concept of 'motion' or animation should *not* define compliance. A strobe light and a waving US flag both incorporate movement. A strobe light is both obtrusive and dangerous when used in advertising on a road way. Strobe effects clearly demand attention and are also used in emergency scenarios. Conversely, a US flag waving (whether a tangible flag mounted on a pole or displayed as a digital animation on a sign) is natural motion. Realistically, *everything* on the road is 'in motion' from the perspective of a driver in a moving vehicle. Even a static sign is viewed as 'in motion' when you drive past it. Natural movement is neither distracting, nor is it a safety concern. Trees blow in the wind, flags wave on poles, flocks of birds fly about and other cars are always moving all around the roadways. Animation can and should be used to enhance advertising, as Jan 20, 2012 8:59 AM

Q16. Comments ("Your Two Cents"):

long as it is unobtrusive and natural. i.e. Forbid strobe effects and rapidly changing scenes. Allow fading transitions and natural motion in advertising.

14	Multi-media signs are the future. I do not believe that they should be allowed in residential neighborhoods, but when they are installed on major commercial arteries in St. Petersburg, they help both the businesses and the patrons of those businesses. "A business without a sign is a sign of no business" is a very accurate axiom. Limiting the functionality of the sign is senseless. Movement and pictures are no more distracting than people talking on cell phones while driving or kids riding bikes in and out of traffic (or kids walking on sidewalks with their underwear hanging out!) No one "makes" you read a sign. If your not interested--don't look. Why are we trying to regulate every aspect of life? And why do we want to deny that technology is changing on a daily basis. I'm sure that the biggest opponents to new signs are talking on their small, pocket size cell phone. But when a few people "decide" that new signs might not look "right" in their opinion for the "City of St. Pete" then everyone assumes that what they envision will happen with justification or scientific evidence on their part. They just get to say it, and the residents of St. Petersburg get to live with their baseless recommendations and demands. It's amazing that the city seems so open to new technology with the use of photo cameras on major intersections to hand out tickets (and generate income for the city) but seem to not be supportive of "Business" in general in St. Petersburg. Let me just state that the city will need more than traffic cams to generate income when small businesses go out of business do to non support from the city. Maybe all those who want St. Petersburg to go back to the 1920's will be willing to have their taxes raised to support the overall City budget, when the smart small business owner has moved to a City that is more supportive of "small business."	Jan 20, 2012 8:43 AM
15	St. Petersburg is truly in the midst of a renaissance (particularly downtown), and I think we should take this opportunity to create a more cohesive city look. This will make our town look more upscale, organized, and provide a strong city brand to attract new businesses/residents/tourists. Towns that I have been to that have coordinating signage seem more "put together". In a small way, this may also help bridge the division of the north and south parts of town if we all share the same signage regardless of location.	Jan 20, 2012 6:21 AM
16	The City of St. Petersburg made it nearly impossible to open my business. The rules and restrictions are not through out the city. They are by area or district. My business is in the Grand Central District. I still don't understand, but for example, at the holidays there were nice light post decorations on Central Ave up to 16th Street North. After 16th Street North, there was nothing. But the rules and restrictions apply to us, fees and permits apply to us, but nothing else. I feel that I am "the red headed step child" of this city. What's good for some, should be good for all. The City can take my money, but can treat me like I don't exist.	Jan 20, 2012 5:54 AM
17	Signs contribute to visual pollution. The number of signs should be minimized. Billboards, especially the electronic signs by the road, are certainly unnecessary distractions that provide no benefits to the city and its population.	Jan 20, 2012 5:31 AM
18	Less is more when it comes to high end signage!	Jan 19, 2012 5:10 PM
19	St. Petersburg is, in general, visually chaotic and unattractive because of the large number, disrepair, and diversity of signs. When I travel, especially	Jan 19, 2012 4:09 PM

Q16. Comments ("Your Two Cents") :

	overseas, and return to St. Petersburg, I am always struck by how signage in this city, whether governmental or business, detracts from the ambiance of our otherwise beautiful city. I would support much stricter ordinances and standards to reduce this visual clutter.	
20	They blew it when they walked away from the last sign agreement. They'll never see as good a deal again. It was a lost opportunity.	Jan 19, 2012 1:22 PM
21	TRIM THE OAKS TO A MINIMUM 15' CANOPY GET RID OF THE VERY UNSUCCESSFUL " URBAN VILLAGE " DESIGNATION FOR FIRST AVENUE SOUTH. THIS AREA MUST GO BACK TO A COMMERCIAL ZONING TO PROSPER. TRIAL AND ERROR ROAD STRIPING MUST STOP. LITTER AROUND BUSINESSES NEED TO BE SELF POLICED.	Jan 19, 2012 12:37 PM
22	The process should simple and quick and not take months and alot of expense to gert approval	Jan 19, 2012 10:17 AM
23	As far as possible I think signs should be simple to read and uniform. Too much creativity will tend to junk up our city.	Jan 19, 2012 10:03 AM
24	If the City of Saint Petersburg decide to conduct workshops where representatives from business and neighborhood associations, the sign industry and the City interact in two-way dialog must be right now. Loosing time with too many surveys and burocracy doesn't go anywhere. Must have action now, otherwise is going to take another 30 years to change....like before.....	Jan 19, 2012 10:01 AM
25	The questions in this survey are poorly constructed. Whoever put this together could do better.	Jan 19, 2012 9:42 AM
26	Things need to be equal for all, with as little government interference as possible.	Jan 19, 2012 9:34 AM
27	Sign ordinances should be simple and understandable and should be tailored for various districts/areas/etc. Staff can enforce; committees can handle variance requests. Permitting and enforcement is incumbent/enforced upon the owner, not the third-party installing professional.	Jan 19, 2012 8:48 AM
28	Need strong enforcement on size - especially billboards. Off Topic -- City needs to plant more PALM TREES. New shopping centers should be required to plant Palms as part of their landscape plans. Entrances, exits and medians in the city need Palms. Fort Myers needs competition to the claim of Palm Capitol. After all, this is Florida - lets look like it!	Jan 19, 2012 8:43 AM
29	I am not in favor of neon lighting on signs that are perpendicular to the road.	Jan 19, 2012 8:35 AM
30	Signage ideas/suggestions/endorsements should be before a paid "creative signage endorsement" commitee" (designer,planner,architect, artist) that meets twice a month. With the endorsement, it should be just paying the fee to the City for permit to install...a 30 day process.	Jan 19, 2012 8:16 AM
31	Any decisions that are made and put into law should be put before all parties involved. Businesses and individuals that will be affected should have the opportunity to help make and understand the laws before they are passed.	Jan 19, 2012 7:54 AM

Q16. Comments ("Your Two Cents") :

32	I feel it is very important for signs to have a height limit and should be kept low. All signs should be at or below that limit. More use of neon and not so much flat plastic signage. No more billboards. Get rid of them. They are a blight to the landscape. St. Petersburg had a real chance to solve that problem and failed. More green landscaping and fewer and smaller signs.	Jan 19, 2012 7:49 AM
33	the city of st petersburg could be a lot more business-friendly	Jan 19, 2012 7:40 AM
34	A business friendly attitude must pervade here.	Jan 19, 2012 7:36 AM
35	Signs should form some kind of continuity HOWEVER, under no circumstances should individuals or committees who are uninvolved in the nature of the business be allowed to "pass inspection" on the design of a sign or decide how a business's sign should look, It should meet certain criteria, but nobody but the business owner really knows what the key elements are for the business that she/he is trying to present and promote. That is completely up to the business owner.	Jan 19, 2012 6:52 AM
36	Our neighborhood organization requested 2 neighborhood watch signs. The signs were not put up correctly in our Watch area. One was eventually taken down, although it was in the wrong place to begin with, but never replaced...in the correct spot. Since we had gone through the correct procedures, meetings, and contacts and waited 2 years we were disappointed with the end results.	Jan 19, 2012 5:43 AM
37	I own property in Historic Kenwood and intend to retire there soon. In order to maintain and expand upon its unique character, I strongly agree that signage should be standardized to fit the neighborhood's unique identification and made to be aesthetically pleasing, yet easy to read. Signage providers should be accountable by law to adhere to the local guidelines. HOWEVER, although I do not believe that one person should be empowered to sign off on anything affecting such guidelines, I also believe that smaller government is better government and that government by the people is a sacred tenet of our American way of life. In order to avoid the implied power of a civil servant, each neighborhood should have a committee whose representatives shall be changed or at least rotated yearly or more often.	Jan 19, 2012 5:27 AM
38	When I think of signs I think of one of the cleanest towns I've ever been to. Lake Forest Illinois. I realize St. Petersburg is a much bigger city. However, in that town all store signs must be the exact same. They are green awnings with white letters. Its the only place I've ever been where blockbuster wasn't blue and yellow and mcdonalds wasn't red and yellow. But this made the town look amazing. I don't think this is necessary in all of St. Pete. However, in major corridors or shopping centers it could greatly help them look better over night. My biggest example would be Central Avenue. Not just downtown or Grand Central but all of central avenue from the bay to the gulf. If all the stores had the same signs it would look amazing and make it feel like a shopping district rather than a street full of random stores.	Jan 19, 2012 5:02 AM
39	Very concerned about overly large or digital signs which distract drivers. There are too many accidents happening on our streets on a daily basis. Would not like to see too many signs of any kind. Too much advertising becomes pollution.	Jan 19, 2012 4:25 AM
40	Signs should never clutter the landscape,.	Jan 19, 2012 2:00 AM

Q16. Comments ("Your Two Cents") :

41	Please, no additional digital billboards.	Jan 18, 2012 9:16 PM
42	In general Florida is way behind the rest of the country in sign regulations, we often appear to be a "Wally World" of businesses and signage.....more restrictions need to apply and aesthetics need to be considered.	Jan 18, 2012 9:12 PM
43	The general public should also be involved in the approval process where the signs will be located within or near their neighborhood. A vote should be held along with town hall meetings that are well advertized and held bot in the day and at night so ALL can have a say, not just the self appointed neighborhood officers nor CONA!!!! These people DO NOT represent the majority, only the few in their groups. After living here since 1962, I have seen a lot more of the 'good ol boy' stuff go through than what the public really wants.	Jan 18, 2012 7:54 PM
44	My husband and I just went thru having a sign made to replace a sign that had been stolen. It was a long process which required an engineer, a permit and a long wait, plus a huge expense! Even so, there should be approval inorder to eliminate unsightly signs for going up all over St. Petersburg.	Jan 18, 2012 7:41 PM
45	To expand on question 4, Different areas should have different signs to attract different shoppers. Main street districts should small signs such as sandwich boards. Bigger streets as in Tyrone and 34th. St. should have bigger signs. The interstate should have digital billboards to attract tourists traveling through the area. Those signs would attract dollars to the city that are just going by now.	Jan 18, 2012 7:34 PM
46	The City has managed to install the street sign at the corner of Eden Isle Blvd and Eden lse Drive backwards so any newcomer will go down the Drive in search of an address on the Boulevard.	Jan 18, 2012 7:07 PM
47	St Petersburg's signage is the absolute "pits" at present. It reflects not a quant "old florida" look (that could excuse some eyesores) but, one of total chaos and "cheapness". If any real progress is to be constructively pursued towards a city to be proud to be from there is major work to be done. This requires a commensurate cost and strategy to market the idea to the citizenry that have a tangible stake here and I'm not referring to the shop owners in that reference. Strong and steady leadership is required to deal with decades of complacency and there is no way of judging the push back towards objectives like : reaching out to communities all over the country that place a value on public safety and developing a long range plan working towards TASTEFULNESS for the very first new sign permitted. A consultant will need to be chosen and hired after city managers are contacted for cooperation requests to get concepts on standards..size, materials, conditions etc.. We have been cited as the saddest city in the US. Now is a chance to break with the slovenly past. The natural geography and foresight to keep the shoreline is something hardly no other city can compete with us on. Lastly, there needs to be weed, lawn etc zoning enforcement.An easy,needed and "profitable" effort.Suggest possibly Looking at Sanibel or Naples for comparative ideas. John O Gerlach 262 930 7436 johnogerlach@yahoo.com	Jan 18, 2012 6:46 PM
48	We would love to see the elimination of ALL billboards - they really undermine the character of St. Pete. We also would suggest benchmarking other cities where sign ordinances have been particularly effective in identifying businesses yet enhancing rather than diminishing the community/neighborhood "brand."	Jan 18, 2012 6:44 PM

Q16. Comments ("Your Two Cents"):

49	I'll raise your two cents to five cents which makes no cents to u	Jan 18, 2012 6:33 PM
50	A sign ordinance should be clear and easily understood by any person contemplating erecting a sign. A committee approval requirement is too easily steered by special interest segments and is prone to want to keep things as they are in the face of changing times and landscapes. Many citizens are anti-commercial...not in my neighborhood, too prone to whim and fancy versus a well drafted ordinance. It is conceivable that a committee approval process would supplant a well drafted ordinance. Committees are not accountable and rarely represent more than a few who may be active. It is too often perceived that signage is too commercial, even in commercially zoned areas. A rigid maintenance requirement must be included in any ordinance. If done right commercial interests may invest in our city and provide commerce, taxes and jobs for our citizens. Commercial activity in commercial areas is a good thing,	Jan 18, 2012 5:59 PM
51	proceed with caution & get it right!	Jan 18, 2012 5:57 PM
52	The digital signs that were proposed and defeated were an excellent way to remove many unsightly static signs in the city. This possibility should be revisited, and nothing in the proposed sign ordinance should prohibit digital signs. They are of high value for communicating emergency, real time information, in addition to being attractive, ever changing advertising opportunities for many merchants and services.	Jan 18, 2012 5:39 PM
53	Keep it simple - we don't need more red tape or expense for struggling businesses.	Jan 18, 2012 4:00 PM
54	I do like that signage isn't as tall as it used to be. However, there are times when it is difficult to locate a business because the signage is pretty much invisible due to the heavy restrictions. It's bad for business if folks driving down the road have no clue if the business is there. So much business is created from just driving by and seeing a store/company that looks interesting. Please just be reasonable and don't make the process so difficult. I think the business owner, the permitting folks and the sign company should all be equally responsible for making sure the sign meets the requirements.	Jan 18, 2012 3:58 PM
55	Signs are one concerns, the types of things being advertised is another. Billboards should be along the Interstate illustrating what the City has to offer, i.e. Rib Fest, Concerts, the New Pier, Dali, etc., not what the World has to offer, i.e. McDonalds, Beer, Milk, Banks, etc. Do you really think an ad is going to cause a tourist to change their bank or brand of beer? No. But it would cause them to see the new Dali, attend a BungalowFest, Ribfest, Carefest (perhaps) or any numerous events or locales.	Jan 18, 2012 3:52 PM
56	Limit the big LED powered signs along the interstate that change their messages. They are very distracting to drivers.	Jan 18, 2012 3:30 PM
57	I answered #13 as Strongly Disagree because I think the responsibility for following sign ordinances should be shared between the owner of the sign, as in a media company who owns billboards or the advertiser (in the case that a small business erects a sign near their business) and the manufacturer or supplier of the actual sign. In other words, if a supplier or manufacturer produces a sign to a business owner's specifications and the sign violates the local ordinances, the	Jan 18, 2012 3:26 PM

Q16. Comments ("Your Two Cents"):




owner should bear the cost or penalty that results in correcting the signage, not the supplier. But in the case of large media companies who own billboards and sell space on those billboards, those companies should be the ones responsible for erecting the structures in compliance with the ordinances.

58	Size restrictions should be mandated by the city.	Jan 18, 2012 3:24 PM
59	Please get the job done efficiently and inexpensively.	Jan 18, 2012 3:14 PM
60	Don't make the approval process so onerous that it's impossible to work within it. I was disappointed recently to learn that a bank on 4th St was not allowed to fly the American flag nor was a Veterinarian's office allowed to have a digital picture of a cat or dog. That seems ridiculous to the average citizen. Signs cannot be overly large but a picture is much easier to glance & understand than lots of words. Wordy signs are dangerous!	Jan 18, 2012 3:09 PM
61	Signs should somehow show their street numeral, so traffic does not have to slow down traffic to find an address.	Jan 18, 2012 3:04 PM
62	Businesses (including mine) need signs, but an important issue is size. There are all sorts of good sign ordinance in place around the country. We do not need to re-invent "the wheel".	Jan 18, 2012 3:03 PM
63	I favor a ban of all billboards of any kind, but if that doesn't happen, at least remove the older billboards that aren't in use any longer and that are almost at street level, and for safety's sake, digital signs shouldn't be allowed at all, or only allowed to change once a day.	Jan 18, 2012 1:39 PM






Detailed CONA City of St Petersburg Sign Ordinance







1. Regarding the repair of non conforming signs: Which policy do think would be best for St Petersburg?

		Response Percent	Response Count
If the cost for a single repair to a non conforming sign exceeds 25% of the replacement cost It must be made to conform.		27.6%	27
If the cumulative cost for repairs to a non conforming sign exceeds 25% of the replacement cost it must be made to conform.		27.6%	27
The only repairs authorized for a non conforming sign is to make the sign conforming.		44.9%	44
		answered question	98
		skipped question	0

2. Regarding improvements to a building or site (requiring a permit) triggering the requirement to make a non conforming sign to conform: Which policy do think would be best for St Petersburg?

		Response Percent	Response Count
Required with improvements to building or site over 25% of assessed value.		22.4%	22
Required with cumulative improvements to building or site over 25% of assessed value.		11.2%	11
Required with improvements to building or site over 50% of assessed value.		17.3%	17
Required with cumulative improvements to building or site over 50% of assessed value.		8.2%	8
Required with any improvements to building or site.		40.8%	40
answered question			98
skipped question			0

3. How much time should be allowed to make non conforming signs conform?

		Response Percent	Response Count
3 years		58.2%	57
5 years		22.4%	22
10 years		6.1%	6
Indefinitely (current)		13.3%	13
answered question			98
skipped question			0

4. How much time should be allowed to make non conforming signs that have a replacement cost of less than \$1000.00 conform?

		Response Percent	Response Count
6 months	<input type="text"/>	25.5%	25
1 year	<input type="text"/>	25.5%	25
2 years	<input type="text"/>	20.4%	20
same as more expensive signs	<input type="text"/>	20.4%	20
Indefinitely (current)	<input type="text"/>	8.2%	8
answered question			98
skipped question			0






5. How much time should be allowed to make non conforming signs that have a replacement cost of less than \$500.00 conform?

		Response Percent	Response Count
Immediately	<input type="text"/>	15.3%	15
6 months	<input type="text"/>	30.6%	30
1 year	<input type="text"/>	19.4%	19
2 years	<input type="text"/>	10.2%	10
same as more expensive signs	<input type="text"/>	16.3%	16
Indefinitely (current)	<input type="text"/>	8.2%	8
answered question			98
skipped question			0










6. Do you have any comments regarding non conforming signs?

	Response Count
	32
answered question	32
skipped question	66






7. Where should EMCs be banned from use? (Select all that apply)

		Response Percent	Response Count
Everywhere.		20.9%	19
Everywhere except for Performing Arts Venues.		13.2%	12
On signs perpendicular to the road (oriented toward vehicle traffic).		19.8%	18
On signs perpendicular to the road (oriented toward vehicle traffic) except for Performing Arts Venues.		18.7%	17
Nowhere.		27.5%	25
		answered question	91
		skipped question	7






8. The current sign code has a message duration of 6 seconds. What should the message duration be?

		Response Percent	Response Count
6 seconds		44.0%	40
30 seconds		27.5%	25
1 minute		6.6%	6
2 minutes		2.2%	2
4 minutes		2.2%	2
10 minutes		2.2%	2
30 minutes		2.2%	2
1 hour		0.0%	0
2 hours		0.0%	0
4 hours		0.0%	0
6 hours		0.0%	0
12 hours		0.0%	0
24 hours		5.5%	5
1 week		0.0%	0
No restrictions		7.7%	7
answered question			91
skipped question			7







9. Should there be a requirement in the sign code that EMCs cannot face? (select all that apply)

		Response Percent	Response Count
Single family homes		56.0%	51
Both single and multifamily homes		78.0%	71
Vehicle traffic		35.2%	32
Congested Intersections with likeley pedestrians crossing		64.8%	59
No requirement		9.9%	9
answered question			91
skipped question			7



10. EMCs not oriented toward vehicle traffic should be allowed to have (select all that apply)

		Response Percent	Response Count
Static text		62.6%	57
Logos and or static Images		72.5%	66
Animated text		39.6%	36
Animated images		35.2%	32
Full Motion video		26.4%	24
answered question			91
skipped question			7





11. EMCs oriented toward vehicle traffic should be allowed to have (select all that apply)

		Response Percent	Response Count
Static text		50.5%	46
Logos and or static images		53.8%	49
Animated text		17.6%	16
Animated images		16.5%	15
Full Motion video		7.7%	7
Nothing, they shouldn't exist		24.2%	22
answered question			91
skipped question			7

12. Should there be a brightness standard for EMCs?

		Response Percent	Response Count
Yes		89.0%	81
No		11.0%	10
answered question			91
skipped question			7







13. Should the maximum size of EMCs be reduced to

		Response Percent	Response Count
Less than 32 square feet		17.8%	16
Greater than 32 square feet		2.2%	2
A size appropriate for the venue		57.8%	52
A size too small to distract vehicle traffic		22.2%	20
answered question			90
skipped question			8

14. Do you have any comments regarding EMCs?

	Response Count
	24
answered question	24
skipped question	74




15. Regarding Human Signs (Sign Spinning): Which policy do you think would be best for St Petersburg?

		Response Percent	Response Count
Prohibited for commercial purposes.		16.9%	15
Allowed with a permit which would limit the duration of operation.		9.0%	8
Allowed with a permit, but with time, place and manner restrictions.		36.0%	32
Allowed without a permit, but with time, place and manner restrictions.		13.5%	12
Prohibited near vehicle traffic.		13.5%	12
No restrictions.		11.2%	10
answered question			89
skipped question			9

16. Do you have any comments regarding Human Signs?

	Response Count
	23
answered question	23
skipped question	76



17. Regarding 3 Dimensional and creative signs ("On Premise" not Billboards): Which policy do think would be best for St Petersburg?

		Response Percent	Response Count
They should continue to be prohibited,		13.5%	12
They should be allowed		30.3%	27
They should be reviewed by a Sign Approval Committee for approval		56.2%	50
answered question			89
skipped question			9




18. Do you have any comments regarding 3 Dimensional or Creative Signs?

	Response Count
	19
answered question	19
skipped question	79

19. Should the City adopt an ordinance to preserve Historic Signs?

		Response Percent	Response Count
Yes		74.4%	64
No		25.6%	22
answered question			86
skipped question			12

20. As part of the mechanism for historic preservation of signs, should the City utilize:

		Response Percent	Response Count
City-wide historic sign overlay		37.2%	32
Corridor-specific overlay		8.1%	7
Historic sign inventory		54.7%	47
answered question			86
skipped question			12

21. Do you have any comments regarding Historic Signs?

	Response Count
	24
answered question	24
skipped question	74

Page 2, Q6. Do you have any comments regarding non conforming signs?

1	I like digital billboards! and prefer them to more of the regular billboards	Mar 3, 2012 9:34 AM
2	There is character in older signs, or at least some. So we need to balance that "kitch art" with the genuine need of older businesses to continue their ways. Respect the historical places that have succeeded in tough times; don't make it harder to do business and allow them to preserve cash.	Mar 1, 2012 7:19 PM
3	My answer to Question 3 above is actually 6 months, but I couldn't continue without checking something.	Mar 1, 2012 9:17 AM
4	Try using a municipality's ordinance that has already withstood legal tests. Three to seven years seems to be the norm for larger, more expensive signs. Signs costing less than \$1,000 should conform immediately.	Mar 1, 2012 5:34 AM
5	I'm in favor of reasonable conservative sign ordinances but ounce you set the precedent of not allowing grandfathering, well that's a slippery slope. Grandfathering should not be consider only for certain condition (safety, blight, etc.) Please disregard my answer to first question. I don't think any of the policy listed are best. Why would you do a survey that forces some one to pick from answers they don't agree with!	Feb 29, 2012 10:03 PM
6	I do not have enough experience or knowledge to respond comfortably to question *2. I tried not to answer it, but the program would not allow that. I think questions should have an option for those answering to reply "no opinion" or something similar. Why should my (uninformed) opinion count as much as the opinions of others who can understand the question?	Feb 29, 2012 10:43 AM
7	Some of the questions are designed to get the answer you want. There should be a option in #1 for greater amounts or to let nonconforming remain. You can't use this as fair results when the only options are one sided.I am forced to make a choice whether I agree or like any of the choices or not my choice is there. should be a none of the above. All 5 choices in #2 say "required".	Feb 28, 2012 2:44 PM
8	All non conforming signs should be demolished/removed if the owner cannot replace/improve the sign to meet the codes within a year. Let's clean up our city. And please remove all of those new, obnoxious lighted signs! They are a driving hazard! How many accidents will you need before you remove them?	Feb 25, 2012 4:24 PM
9	most non-conforming signs are building landmarks in the community.	Feb 24, 2012 3:50 PM
10	No digital signs, not too many signs of any type cluttered up together, signs need not to take up so much space that we cannot see a street vista.	Feb 23, 2012 7:11 PM
11	I do not think we have a serious signage problem in St Pete, nor do I see any reason to make the existing regulatory structure any more complicated.	Feb 23, 2012 1:30 PM
12	The sooner the better.	Feb 23, 2012 10:18 AM
13	In the above cases, some exceptions should be considered for signs that have historic significance, for example (although this may not be within the City limits), the Biff Burger sign on 49th St N.	Feb 21, 2012 7:40 PM
14	Just curious if the change in name from "The St. Pete Times" to "The Tampa	Feb 21, 2012 10:25 AM

Page 2, Q6. Do you have any comments regarding non conforming signs?

Bay Times" required any new permits, changes in signage, etc.

15	While I applaud the city's position that unregulated signs can become garish, I also know that sign regulation enforcement creates a sense of bureaucratic overkill. Do we really need sign Nazis? The best solution is to create positive alternatives, not more restrictions. Instead of hiring people whose job it is to look for problems, why not take the opposite approach and invest that expertise in helping small businesses design and purchase aesthetically pleasing signage? If it is that important, create a small business sign fund, perhaps a grant or low- or zero-interest loan to purchase artistic, flexible, low-energy and highly effective signage. Conduct events to encourage the creatives at sign companies, architectural firms, individual artists -- do include a student division -- to design/manufacture award-winning models. Many small businesses don't have access to existing signage or a street orientation that allows for decent signage so they seek ways to draw the attention of passersby, their lifeblood. It would be simplistic to take the position that they could have rented somewhere else. We would not have the beginnings of the Central Avenue Renaissance we have witnessed of late. They may invest in a sign only to find out that the additional cost for permitting is prohibitive and unnecessarily restrictive, such as any banner only a few days a year. Not per event, per business. It appears that it is OK for the city to have ubiquitous citizen-funded signs and banners, but the struggling small business owner is constantly harassed by code enforcement because s/he is trying to draw in customers to survive. A comment about costs and time frames. A storm could wipe out a sign as well as the business. It seems petty to focus so much on sign repair or replacement issues when a business is struggling to get back on its feet. Consider language that would be less restrictive related to the cause of the need for repair.	Feb 21, 2012 9:59 AM
16	Yes, we should also have a small grants program for business owners who need help with the cost of replacing the sign, which can be organized by a group such as The PACT or Agenda 2010 or by other place-based and neighborhood orgs, such as 22nd Street Redeve. (backed, of course, by CONA). Grants of as little as \$200 with free graphic design support and free help with negotiating a payment plan will go a long way.	Feb 21, 2012 6:36 AM
17	No	Feb 21, 2012 6:36 AM
18	Sometimes signs are damaged due to weather conditions and acts of nature. Ample time should be considered because of circumstances. General wear and tear, should conform to sign regulations.	Feb 21, 2012 6:05 AM
19	what is the review process for applications of new signs to be approved for use in St. Petersburg?	Feb 20, 2012 10:14 PM
20	Variance for non-conforming sign of historical or artistic significance/importance. City Beautiful commission could decide.	Feb 20, 2012 4:38 PM
21	I think that when companies replace a "panel only" in an existing sign (pylon or wall sign), it should be reviewed by the city quickly for a small review fee (\$55.00) so that the city can see the condition of the existing sign cabinet/pylon before you allow someone to put a new panel in an old hideous sign. Currently, many municipalities allow tenants or business owners to change the panel without a permit as long as they don't alter the overall shape or size of the sign.	Feb 20, 2012 1:31 PM

Page 2, Q6. Do you have any comments regarding non conforming signs?

	That's a good idea but if a panel is changed out on a non-conforming sign or a conforming sign that is falling apart, the city should be able to make the tenant/owner replace the structure as well. With the current law, you will never know if a sign is non-conforming if someone doesn't have to submit the panel change for review. With my suggestion in place, EVERY sign will be reviewed, weather it needs a permit or not, for replacement when necessary. There are too many really old ugly sign cluttering up the city. That's the real problem. I would take a nice non-conforming sign any day over a conforming eye-sore. Good Luck. Josh Buttitta, sign designer, 813-810-3389	
22	Just because a business owner or resident chooses not to contact the City for the appropriate information and/or zoning, permitting and design requirements it does not make it eligible for approval in the future. All illegal signs old or new signs and replacement signs must be removed if there was no permit, non-conforming design or lack of detail to the intent of the ordinance.	Feb 20, 2012 1:06 PM
23	Portable signs with movable letters are horrible looking. They can be made to conform by their removal, which is essentially free. Why not remove them? Stick-on signs covering all available window space are also horrible. They might or might not be "signs"; however, they look too ghetto to deserve existing in St Pete. Inflatable monstrosities, especially on rooftops, are downright ghastly. These don't belong here.	Feb 20, 2012 12:20 PM
24	Signs are generally ltter on a stick and should be strictly enforced and codes should be very specific and stringent as to eliminating any obstrusive and polluting signage.	Feb 20, 2012 10:40 AM
25	Care should be taken so that bright blinking or fast moving letters are not out in close road view so hthat they distract motorists at traffic signals nor are they bright and blinking particulary at night	Feb 20, 2012 10:09 AM
26	3 years is too long. should be six months.	Feb 20, 2012 9:42 AM
27	There are not that many grandfathered signs that are an issue. Suggest we do not pester St. Pete businesses with this matter. My opinion: signs installed by the city are more of an overall eyesore than business signs.	Feb 20, 2012 8:54 AM
28	Business are having a very hard time during this economic downturn. To require more cash outlay to make a sign conform might just be the "straw that broke the camels back" to a business. Closing a business hurts all of St. Petersburg not only because we have lost an opportunity to buy a product we might want or need; but the economic ramifications are augmented when people lose their jobs and the City loses revenue.	Feb 20, 2012 8:18 AM
29	Signs are important but in the present state of our economy they should not be taking up valuable resources. I would like to see a survey on how safe we are and do we have enough police looking out for speeders and people driving while texting or talking on the phone.	Feb 19, 2012 8:43 PM
30	I think that we have more important issues than signs. It seems like busy work to justify someone's salary.	Feb 19, 2012 7:47 PM
31	I think lawfully erected non conforming signs should allowed indefinitely provided	Feb 19, 2012 6:05 PM

Page 2, Q6. Do you have any comments regarding non conforming signs?

they are maintained in a safe condition. I can think of no reason why a legally erected sign should be retrofitted. Rules and aesthetics change as bureaucratic changes occur. Being code compliant should be a safety issue, not an aesthetic judgement which are subject to change. Some signs become historically significant- example Sunken Gardens sign, Webb's City, Coppertone and others. In some cases setback is the non conforming issue as the sign abuts a street that is widened thus making the sign too close to the r/w per regulations.

32	The ordinance revision should force non conforming signs into compliance on an accelerated basis. Otherwise the blight remains for years.	Feb 19, 2012 3:36 PM
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Page 3, Q14. Do you have any comments regarding EMCs?

1	These can be quite distracting. Video would be horrible and well as animation on EMCs. I do recognize that there is a need to cut printing costs and be smarter on message updates. Also, sign duration measures need to address sign types, e.g. banks need 6 second durations. Message boards should be longer, as to not become "animated in style".	Mar 1, 2012 7:27 PM
2	They are ok for a drugstore or gas station or similar building to post a special sale or offer, but no motion and they should only change once in a 24 hr period.	Mar 1, 2012 9:26 AM
3	Don't like them and think they're a distraction to motorists. They ARE the wave of the future though and we're behind the times here in regulating them. Our current regulation also twists itself into a pretzel to accommodate the city owned sign at Tropicana Field. It seems gratuitous to claim to regulate EMS signs for the good of the motoring public when the city is the most egregious offender.	Mar 1, 2012 5:40 AM
4	I don't see alot of these signs in St. Pete but I have notice them in Seminole-Largo. They are not that bad now but just wait a few years when compitition starts among alot more businesss and you can just imagine what it will look like. Please disregard answers to 10 and 11. Survey should not forse respondents to make answers they don't like.	Feb 29, 2012 10:14 PM
5	Big ones on the interstate to attract tourists wouldb good.	Feb 28, 2012 2:46 PM
6	Please, please, please get rid of them! Immediately! Give the idiots who put them up a cash incentive to replace it and a huge fine if they don't within a year. Please. They are so distracting while driving. Driving in heavy traffic is dangerous enough without those lights catching your eye!	Feb 25, 2012 4:33 PM
7	Dangerous, bad for health, ugly	Feb 23, 2012 7:13 PM
8	we have enough distractions. it is a shame....	Feb 22, 2012 1:47 PM
9	I like electronic billboards. I'm not sure I understand the "it's too distracting" logic behind restricting their number. To mitigate the naysayers, perhaps the owners could donate a portion of the time to promote little events, like a neighborhood yard sale, a Greek Festival or a community theater production. Moreover, I think it would behoove the city to purchase some of its own, to be used solely to advertise community events. But electronic billboards are expensive, and not localized, so they will not help the majority of small business owners who need something that telegraphs "I'm right here and so are you. Try me! I'm great!" If the city has a comprehensive vision of what signage should be, perhaps it should provide the space and the means, and make it beneficial to be used to its fullest by the small businesses the city is supposed to be supporting.	Feb 22, 2012 8:40 AM
10	For question #8, I'd prefer 15 seconds, but it wasn't a choice. Other venues in other states use this standard.	Feb 21, 2012 10:31 AM
11	EMCs are a very viable source for the public and profitable for businesses. EMCs allow information to inform the public in a speedy fashion and presentable as well. It's very important to use for example The Amber Alert!!!!	Feb 21, 2012 6:57 AM
12	No	Feb 21, 2012 6:43 AM

Page 3, Q14. Do you have any comments regarding EMCs?

13	Too many and we look like Vegas...	Feb 20, 2012 6:06 PM
14	This part of the survey was not designed well. I choose "EMC Signs should be banned from use Everywhere", but I was still made to answer all of the rest of the questions. Why should I answer that a EMC sign should not face a residential property when I already chose that they should not be allowed at all. I believe these signs should not be allowed because they distract from the esthetic value of the area.	Feb 20, 2012 1:40 PM
15	EMCs should not be allowed in the City of Saint Petersburg. There will be distracting no matter where they are or what they are facing. NO Digital electronic signs.	Feb 20, 2012 1:13 PM
16	If we allow more EMC signs then businesses will just compete with each other in "sign wars", and the community's image will suffer. They should be banned altogether.	Feb 20, 2012 12:34 PM
17	Onthe interstate, EMC's should be allowed.	Feb 20, 2012 10:36 AM
18	Never cloawe to traffic and the roadside	Feb 20, 2012 10:14 AM
19	There should be no difference between public forums and private businesses where EMC's are concerned. Just as the public forum wants to advertise their up coming events, so do businesses want to advertise their products. Consequently, why should the City get to use graphics and movement on signs advertising the Ray's games, but much smaller (and economically dependent) businesses have their hands tied behind their backs where advertising is concerned. Graphics and movement should based on the graphic. A flag should be able to fly. A bird should be able to soar. A fish should be able to swim. A palm tree should be able to sway. Strobe light effects should not be allowed, but natural movement should be allowed.	Feb 20, 2012 8:27 AM
20	Maximum size for entertainment venues should be larger and appropriate to the size of the venue	Feb 20, 2012 6:20 AM
21	I think these signs make the area look trashy	Feb 19, 2012 8:46 PM
22	Commercial areas should be permitted to use any new and evolving technology. Commercial is commercial and we should not hone to fine a point of a few peoples idea of excess, beauty and taste	Feb 19, 2012 6:11 PM
23	These signs can be dangerous and cause accidents.	Feb 19, 2012 6:03 PM
24	They need to be restricted.	Feb 19, 2012 3:39 PM

3

2

Page 4, Q16. Do you have any comments regarding Human Signs?

1	Whatever restrictions or regulations are enacted, there should be NO limitation of or interference with any issues related to freedom of speech. Moreover, non-profits et al such as school or church groups should be guaranteed the right to use such advertising with common=sense safety being the only limiting consideration.	Mar 6, 2012 12:39 PM
2	Human signs make sense, but the hours of operation need to be limited to something "reasonable". Businesses should be able to "hustle" from time to time for extra walk-ins. We just don't want too many signs at once.	Mar 1, 2012 7:29 PM
3	They are very distracting anyway but they are getting worse as one co tries to out-spin, out-dance, and out-attract another co. (and at the same time, out-distract the most drivers)	Mar 1, 2012 9:30 AM
4	No playing in traffic and must stand clear of public sidewalks. Restrict spinning to the front of the building housing the use being spun.	Mar 1, 2012 5:42 AM
5	no	Feb 29, 2012 10:15 PM
6	In the current economy, this does provide employment. Prohibitions near vehicle traffice should take into consideration safety for the human sign personnel as well as drivers/pedestrians. Permit cost should not be so high, and permit acquisition should not be so administratively complicated, as to be prohibitive/squelching for human sign personnel or their employers, but would provide an oversight capability for the city.	Feb 29, 2012 10:23 AM
7	They add a uniqueness to the city.	Feb 28, 2012 2:47 PM
8	helps a small business draw patrons; gives work to some people with the energy to take the job.	Feb 27, 2012 5:56 AM
9	Why must people resort to these ridiculous methods of attracting business! Buy a nice sign! Those people are also a driving distraction, not as bad as the EMC's. Only for voting day.	Feb 25, 2012 4:50 PM
10	Huge Distraction and should not be allowed anywhere	Feb 25, 2012 12:17 PM
11	I feel very strongly about no restrictions especially for political sign waving.	Feb 23, 2012 7:14 PM
12	It's a job. Is it dangerous? What is the concern?	Feb 22, 2012 8:42 AM
13	Maybe allow human signs. But, drastically cut down on the dancing, spinning, and other eye-catching shenanigans carried on by some current users. It is very distracting to traffic!	Feb 21, 2012 10:33 AM
14	Human signs are plausible, but need to consider safety factors.	Feb 21, 2012 6:58 AM
15	No	Feb 21, 2012 6:43 AM
16	Stay out of the streets, especially in the intersections	Feb 20, 2012 10:22 PM
17	No restriction on non- commercial.	Feb 20, 2012 6:07 PM
18	These are worse than EMC's for distracting traffic and should be illegal. Most of	Feb 20, 2012 1:44 PM

Page 4, Q16. Do you have any comments regarding Human Signs?

the characters holding these signs look like they just woke up from their nap on the corner bench before going to work. Get rid of these. Especially that Westshore Pizza guy at the corner of 22nd Ave and 4th Street N.

- | | | |
|----|---|-----------------------|
| 19 | Human signs are currently out of control on busy intersections and along busy roadways. It can be distracting while you drive by or cross intersections. One thought would be to sign the businesses or organizations when it is over the top like stepping in front of a car, leaning sign out into traffic lane as cars drive by, rotating signs from the the pedestrian pad in the roadway at the crosswalk such as 4th St and 38th Ave N. On main thoughts is appropriate behavior such as when candidates are running for office or a referendum is coming forward at election time. | Feb 20, 2012 1:18 PM |
| 20 | I think they are funky and add to the city | Feb 20, 2012 10:37 AM |
| 21 | needless distraction for motorists Do away with this kind of activity | Feb 20, 2012 10:15 AM |
| 22 | I think this is a terrible way for a business to advertise. It makes driving unsafe. This goes for political advertising to. At election time there should be none of it on street corners | Feb 19, 2012 8:47 PM |
| 23 | Shouldn't be allowed. | Feb 19, 2012 3:39 PM |

Page 5, Q18. Do you have any comments regarding 3 Dimensional or Creative Signs?

1	Some of them look great and people actually enjoy seeing the creativity from the company, but they should still be reviewed before erecting.	Mar 1, 2012 9:34 AM
2	we are lucky that signs like world liquors is grandfathered in	Feb 29, 2012 10:17 PM
3	I like the variety that 3D signs could provide. This is especially true downtown in the areas that are becoming "artistic" communities. While I can see that some review might be helpful, I would not like to have every sign go through a Sign Approval Committee.	Feb 29, 2012 10:53 AM
4	As long as the City of St Petersburg wants to be a "City of the Arts," that should be reflected in its sign ordinance. Creative and/or 3D signs are far less distracting / disruptive of traffic than the electronic signs which are gaining increased popularity. Creative and/or 3D signs can often become icons for not only the business they represent, but also for the neighborhood and even city in which they are located. We need more, not fewer, of these!	Feb 29, 2012 10:27 AM
5	They can be very imaginative and add to the character of the city.	Feb 28, 2012 2:48 PM
6	they provide a unique identity; one such as World Liquors is a landmark type of sign; their should also be a way to protect some of the iconic ones from destruction such as World Liquors, Sandman Motel, etc.	Feb 27, 2012 5:58 AM
7	Freedom to express and attract attention to your building should absolutely be allowed. Lights, but no EMCs please.	Feb 25, 2012 4:54 PM
8	retail character is a lost art. bring it back. Do not sterilize the commercial district like most cities.	Feb 24, 2012 3:56 PM
9	The sign ordinance should allow for creativity and aesthetics. Why would a 3-D sign be abhorrent? Who comprises the Sign Approval Committee? What experience, education or ? guides them in making decisions about a design's creativity and aesthetics? "so as to attract attention" umm, what exactly is the purpose of advertising signs if not to attract attention? Are we missing the point here?	Feb 22, 2012 8:46 AM
10	Very resourceful! Sometimes words aren't necessary because a picture paints a ...words!	Feb 21, 2012 7:00 AM
11	No	Feb 21, 2012 6:44 AM
12	Clearly, 3 dimensional signs lead to more creativity and which possibly could more pleasing to the eye..	Feb 20, 2012 6:10 PM
13	This should absolutely be allowed. Any company who is willing to spend the money on a nice dimensional sign will more than likely do something that will enhance the esthetics of the community. Not to mention, the custom sign shops who can handle the nicer signs are the ones that will do them legally. When every sign in the city is a box or channel letters, you open up the business to any small garage manufacturer who more than likely doesn't have the staff, liscences, or insurance to permit the sign. And probably doesn't care. These guys are everywhere.	Feb 20, 2012 1:54 PM

Page 5, Q18. Do you have any comments regarding 3 Dimensional or Creative Signs?

14	Three dimensional signs tend to go way beyond the boundaries of normal standards. Then - the risks of inappropriate signs having the opportunity for judgement calls that just don't work or fit the community are built. No to these types of signs.	Feb 20, 2012 1:24 PM
15	These can be attractive if they're done well. A sign approval committee review would be in order for aesthetic purposes.	Feb 20, 2012 12:26 PM
16	Can be very imaginative.	Feb 20, 2012 10:37 AM
17	Does the City of St. Petersburg think that if they stick their collective heads in the sand that the world will not only evolve around us, but literally pass us by? Creativity is what makes us unique, not trying to hang onto decades old ideas that limit growth and innovation.	Feb 20, 2012 8:30 AM
18	They should be small and in keeping with the artistic nature of the business	Feb 19, 2012 8:48 PM
19	Three dimensional signage should not be allowed.	Feb 19, 2012 3:40 PM

Page 6, Q21. Do you have any comments regarding Historic Signs?

1	Question 20 needs definitions.	Mar 1, 2012 7:33 PM
2	Some of them are great, some of them are in disrepair and should be removed and/or modified to conform	Mar 1, 2012 9:37 AM
3	Some "Historic Signs" are ugly. Is there really a need to preserve every old sign and building?	Feb 29, 2012 10:54 AM
4	City-wide historic sign overlay should be accompanied by / enhanced by a historic sign inventory. If creatively done, the inventory could be turned into a coffee-table book and sold to fund preservation / restoration of key signs. Relying only on a corridor-specific overlay could result in the loss of important signs not in the specific corridors.	Feb 29, 2012 10:30 AM
5	The choice selected for item 20, immediately above, is withdrawn by this comment. It was chosen only because this survey could not be completed without selecting one of the three choices. The reason none of the three choices is acceptable is the conviction that NO signs should be included in historic preservation programs.	Feb 28, 2012 9:36 PM
6	Again, part of the character of the city.	Feb 28, 2012 2:48 PM
7	important to preserving the heritage of the community.	Feb 27, 2012 5:59 AM
8	Preserving signs should be left up to the collectors who may or may not see value in the sign. There is a reason to preserve a building. No reason to preserve a sign on the site. You could require a time period for collectors to purchase before destruction.	Feb 25, 2012 5:00 PM
9	Keep them and set up fund to help restore them	Feb 25, 2012 12:19 PM
10	if you cant repair it get rid of it. a new pier so why worry about historic anything anymore.	Feb 22, 2012 1:49 PM
11	In keeping with a philosophy that less government involvement in non-essential matters the better, I would not be in favor of an ordinance if it required the City to maintain the sign or imposed too great a burden upon the property owner to maintain it -- but if the City could create an incentive to preserve historic signs, by whatever creative means a committee or owner or the City could devise, it would be wonderful. that could be a "Save Our Signs - SOS" or	Feb 22, 2012 8:50 AM
12	City-wide, not just limited to 'historic districts'.	Feb 21, 2012 10:35 AM
13	Save them	Feb 21, 2012 6:45 AM
14	History even in signage is important.	Feb 20, 2012 6:10 PM
15	St. Petersburg has a rich architectural history that is constantly at risk of being forgotten. If we can preserve some of the color and character of the past by preserving Historic Signs, then this is certainly worth working for.	Feb 20, 2012 3:18 PM
16	There should be no preservation of historic signage.	Feb 20, 2012 3:03 PM
17	I don't think this matters. Signs are not nice enough long term or made out of	Feb 20, 2012 1:57 PM

Page 6, Q21. Do you have any comments regarding Historic Signs?

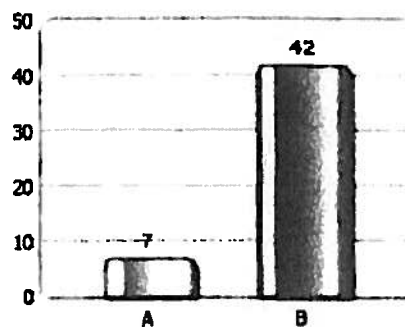
durable enough materials to last. .080 aluminum still crimps and birds like eating foam. Out with the old, in with the new. If a building is that old, make the sign part of the preservation of the building. Don't separate them.

18	Historical signs such as the World Liquors or El Cap, Coney Island, etc. should be identified and uphold at a different standard acknowledging the era and contribution to society and our community.	Feb 20, 2012 1:26 PM
19	20 Rekquire owners to take them down when deterioration suggest.	Feb 20, 2012 11:04 AM
20	A committee should be established to have Historic signs be attracxtive and consistent very tasteful so they are recognized as something special	Feb 20, 2012 10:19 AM
21	Private property owners should have the freedom to tear down old signs when they want to.	Feb 20, 2012 9:04 AM
22	Let's preserve "unique" historic signs and get rid of ones that really don't have any true history or relevance. Old shouldn't necessarily mean historic.	Feb 20, 2012 8:32 AM
23	I think historic signs should be preserved	Feb 19, 2012 8:50 PM
24	If they are non conforming; they should not be grandfathered. Should be brought into compliance or removed.	Feb 19, 2012 3:42 PM

Question — Digital signs distracting?:

Do you find digital signs distracting while driving?

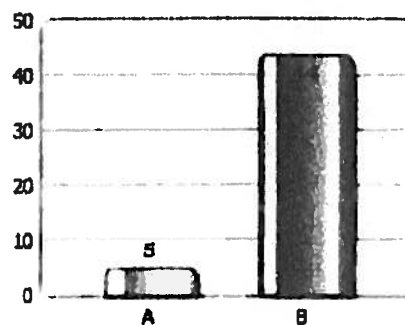
- A. Yes (7 out of 49)
- B. No (42 out of 49)



Question — Lit Billboards?:

Do you find static billboards with lights distracting?

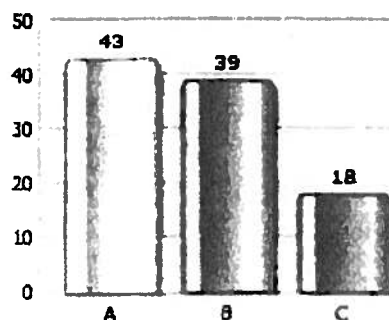
- A. Yes (5 out of 49)
- B. No (44 out of 49)



Question — Text or Graphics:

Which of the following do you support being on Electronic Message Centers (EMCs)?

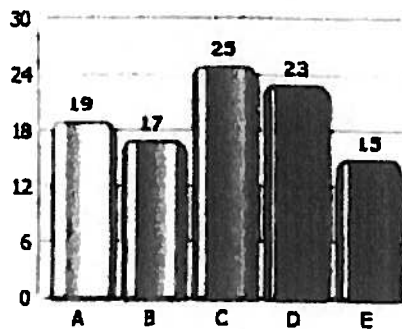
- A. Text (43 out of 49)
- B. Images (39 out of 49)
- C. Animation (18 out of 49)



Question — Other Modifications on EMCs:

Do you think EMCs require further regulation on the following categories?

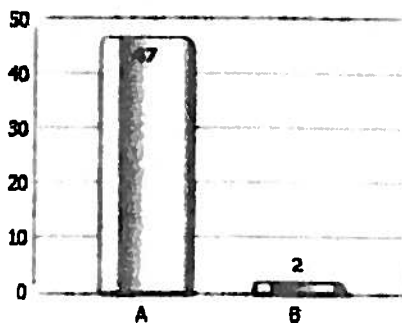
- A. Brightness (19 out of 49)
- B. Transition Times (how long before message can change) (17 out of 49)
- C. Distance between signs (25 out of 49)
- D. Sign Location (23 out of 49)
- E. No further restrictions needed (15 out of 49)



Question – Not in code? :

Do you think the city should Inform business owners that apply for a permit if their proposed sign exceeds current regulation (EMCs)?



- A. Yes (47 out of 49)
- B. No (2 out of 49)






St. Petersburg Chamber Sign Ordinance Questions





1. Is signage critical to the success of your organization?

	Response Percent	Response Count
Yes 	70.2%	80
No 	29.8%	34
answered question		114
skipped question		0






2. Do you currently own a "grandfathered" non-conforming sign?

	Response Percent	Response Count
Yes 	8.8%	10
No 	62.3%	71
Not sure 	28.9%	33
answered question		114
skipped question		0



3. Do you support an amortization of non-conforming signs that would require all non-conforming, free-standing signs to be removed or made to conform by a certain date?

	Response Percent	Response Count
Yes 	50.4%	57
No 	49.6%	56
answered question		113
skipped question		1





4. If so, what time period would be appropriate for amortizing the non-confirming signs?

	Response Percent	Response Count
One year 	26.3%	21
Five years 	31.3%	25
Ten years 	8.8%	7
More than ten years 	12.5%	10
Other (please specify) 	21.3%	17
answered question		80
skipped question		34



5. Do you support hand-held signs/persons dressed as signs being allowed on private property?

	Response Percent	Response Count
Yes 	64.9%	72
No 	35.1%	39
answered question		111
skipped question		3



6. Please identify which of the following represents your opinion on Electronic Message Centers (EMCs):

	Response Percent	Response Count
Ban them city-wide 	5.6%	6
Ban them city-wide, except for performing arts venues 	9.3%	10
Continue to allow them as currently allowed (6 second interval, text only, 32 sq ft size maximum, no brightness standard) 	48.6%	52
Continue to allow with modifications? 	37.4%	40
What modifications are necessary (time, graphics, size, brightness standard)?		36
answered question		107
skipped question		7



7. Do you support requiring business owners to verify by signature that they understand the sign regulations prior to a sign permit being released by the city?

	Response Percent	Response Count
Yes 	75.9%	85
No 	24.1%	27
Other (please specify)		8
answered question		112
skipped question		2

8. Do you support existing regulations that require free-standing signage to incorporate architectural elements of the building containing the business?

		Response Percent	Response Count
Yes		60.4%	67
No		39.6%	44
answered question			111
skipped question			3

9. Do you support historic signs being identified and preserved through City regulation?

		Response Percent	Response Count
Yes		78.6%	88
No		21.4%	24
answered question			112
skipped question			2

10. Please identify any other sign ordinance modifications you would like considered?

	Response Count
	26
answered question	26
skipped question	88

Q4. If so, what time period would be appropriate for amortizing the non-confirming signs?

1	6 mths	Jan 16, 2012 2:35 PM
2	18 months. glve a bit more than a year, but don't let it drag out for a new council to change their minds	Jan 11, 2012 7:11 PM
3	Not sure what is considered non-conforming sign	Jan 11, 2012 3:48 PM
4	If a sign was in conformance when installed it should be allowed to remain for its useful life.	Jan 11, 2012 11:22 AM
5	Three years or less.	Jan 11, 2012 11:19 AM
6	never	Jan 11, 2012 10:11 AM
7	15 or more	Dec 30, 2011 1:07 PM
8	I Disagree	Dec 30, 2011 5:14 AM
9	Non conforming signs that were in compliance should be able to serve their useful life. If they become neglected or dangerous they should then be removed.	Dec 29, 2011 8:40 AM
10	24 months	Dec 28, 2011 12:28 PM
11	two years	Dec 26, 2011 3:23 AM
12	NEVER. keep all signs!	Dec 23, 2011 4:10 PM
13	2 years	Dec 22, 2011 6:53 AM
14	Two Years	Dec 21, 2011 11:42 AM
15	grandfather all if you grandfather those with varience	Dec 20, 2011 12:32 PM
16	upon replacement	Dec 20, 2011 11:18 AM
17	never	Dec 20, 2011 6:36 AM

Q6. Please identify which of the following represents your opinion on Electronic Message Centers (EMCs):

1	no graphics flashed during peak traffic times (have them on a timer). During that time, msg must be stationary	Jan 15, 2012 2:28 AM
2	Allow Digital billboards on Interstate, small emc's on major corridors such as 34th. St., allow none in small business districts such as 4th. St. or Grand Central District.	Jan 12, 2012 6:41 PM
3	allow more freedom (pictures etc)	Jan 12, 2012 10:58 AM
4	I am not bothered by them at all.	Jan 11, 2012 7:11 PM
5	I need to research.	Jan 11, 2012 3:48 PM
6	ok graphics, limit brightness	Jan 11, 2012 1:17 PM
7	size, brightness, graphics	Jan 11, 2012 10:57 AM
8	No LED lights, as they are very strong and could be much more of a distraction.	Jan 11, 2012 10:51 AM
9	Limit Brightness at night or have them off after 9pm	Jan 11, 2012 10:30 AM
10	allow graphics	Jan 11, 2012 10:11 AM
11	In my opinion this issue is about safety and consideration of others. If a sign is distracting to drivers it is a hazard and should be removed. A sign is distracting if a person needs to study it from a moving vehicle to know what it says. Electronic signage often holds so much information that they require the reader (driver) to spend extended time reading and absorbing the information, BUT it only takes a second of distraction to cause an auto accident. Furthermore, electronic message signs can be bright and create an eye sore for those who are in close proximity for extended periods (ie a blinking lighted sign outside a hotel room window). It is easy for a business to put a web address on a sign so that a reader, who wants more information, can get that information from the internet.	Jan 11, 2012 10:02 AM
12	Allow colored still pictures.	Jan 11, 2012 9:57 AM
13	Images should be allowed	Jan 11, 2012 9:55 AM
14	graphics	Jan 11, 2012 9:45 AM
15	Graphics should be allowed, and the interval should be increased.	Dec 28, 2011 1:41 PM
16	They should not be in any residential area that would be bothersome to a homeowner (as in, you could see the reflection from a homeowner's window at night.)	Dec 28, 2011 12:52 PM
17	brightness standards. Images are fine with same time interval as text. Not any more distracting.	Dec 28, 2011 12:40 PM
18	size, brightness, limited venues	Dec 27, 2011 11:14 AM
19	"G" rated graphics should be allowed	Dec 27, 2011 9:52 AM
20	Would allow them to be bigger. Would allow moving letters and pictures.	Dec 23, 2011 4:10 PM

Q6. Please identify which of the following represents your opinion on Electronic Message Centers (EMCs):

21	Conform to county ordinance	Dec 22, 2011 8:34 AM
22	Why does the government need to regulate the size of the sign? As long as it doesn't interfere with anyone else's property... then it should be ok.	Dec 22, 2011 6:17 AM
23	Brightness standard	Dec 21, 2011 1:31 AM
24	We need to be able to adapt to new technology, and the ordinance needs to allow this to happen without having to always go back to the council. Good things might be developed that would never fit under current rules.	Dec 20, 2011 12:51 PM
25	6 sec or more, graphics are less distracting than text ,size as is current restrictions , brightness standard to be determined.	Dec 20, 2011 12:32 PM
26	cu rent standards with brightness standards	Dec 20, 2011 11:18 AM
27	Allow images on electronic signs.	Dec 20, 2011 10:07 AM
28	need brightness standards, some are blinding	Dec 20, 2011 9:38 AM
29	No restrictions	Dec 20, 2011 9:31 AM
30	Allow pictures/graphics	Dec 20, 2011 8:46 AM
31	add brightness standard	Dec 20, 2011 8:27 AM
32	Graphics should be allowed. I am flexible on time. I am ok with a limit on birghtnes, but it should be resonable. Why should a performing arts center have a sign that no one else does? why should the Trop get a sign that no one else has?	Dec 20, 2011 8:10 AM
33	Allow creativity!	Dec 20, 2011 7:19 AM
34	It's quicker to look at a picture than read copy	Dec 20, 2011 6:47 AM
35	If modifications, they need to be smaller. Due to their brightness, they appear MUCH larger and obnoxious.	Dec 20, 2011 6:47 AM
36	shut off before midnight if in proximity to residential areas	Dec 20, 2011 6:37 AM

Q7. Do you support requiring business owners to verify by signature that they understand the sign regulations prior to a sign permit being released by the city?

1	Sign manufacturers should be required to follow rules when installing them.	Jan 12, 2012 6:41 PM
2	More than 'understand' they must agree to adhere to the regulations. why is this even a question?	Jan 11, 2012 7:11 PM
3	Seems bureaucratic	Jan 11, 2012 11:19 AM
4	what purpose would that serve other than more paperwork?	Jan 11, 2012 10:11 AM
5	don't see the need	Jan 11, 2012 9:55 AM
6	My owner would never be the one to go get a sign permit. Would always be the Manager. Is that communicated between the two? Maybe.	Jan 11, 2012 9:38 AM
7	Signature should not be required. Owners should have the responsibility of all understanding ANY applicable ordinance.	Dec 28, 2011 1:54 PM
8	should be required at zoning/construction permit and business license applications as well; snipe signs and banners are a problem	Dec 27, 2011 11:14 AM

Q10. Please identify any other sign ordinance modifications you would like considered?

1	additional freestanding/temporary signs should be allowed for restaurants, to display menus and specials	Jan 13, 2012 5:55 AM
2	Proper signage for the proper venue. Meaning different rules for different places.	Jan 12, 2012 6:41 PM
3	generally smaller signs that are visible but not distracting. you can't have any one blocking someone else's sign.	Jan 11, 2012 7:11 PM
4	monument signage	Jan 11, 2012 3:48 PM
5	Signs are a form of commercial speech. Reasonable limit on size and appearance consistent with land use regulations is acceptable. Buildings that were built in conformance with regulations when built are allowed to remain. Signs that were installed in conformance with then existing regulations should be allowed to remain. The cost to a small business of replacing a sign is not a reasonable burden or based on any justifiable policy.	Jan 11, 2012 11:22 AM
6	Distracted drivers are already a menace with texting, etc. That concept should be considered re: billboards	Jan 11, 2012 10:57 AM
7	There was an excellent plan on the table to replace many billboards with a few electronic ones. It was a good plan and shouldn't have been quashed.	Jan 11, 2012 10:06 AM
8	Allowable size should be determined from total square feet of business not frontage feet	Jan 11, 2012 9:45 AM
9	Banning of Bandit Signs (For Sale, For Rent, Etc) unless on the property it pertains to.	Jan 11, 2012 9:36 AM
10	Billboard deal as proposed in 2011	Jan 11, 2012 9:35 AM
11	sandwich boards, and areas not being consistent (downtown treated differently)	Jan 3, 2012 1:42 PM
12	Signs are necessary for any business to thrive, but are a huge expense. I think the businesses should be allowed to use whatever means necessary to indicate that they are there to serve the public as long as it's done tastefully. As a consumer I find it very frustrating not being able to find an establishment due to lack of easy to see signage and as a business owner find the regulations very frustrating. Thank you for giving me a platform to respond to this particular issue.	Dec 30, 2011 5:14 AM
13	Signage is a form of commercial speech for the market place. I have not found existing signs obtrusive and do not believe more regulation is needed.	Dec 29, 2011 8:40 AM
14	Just make sure we don't lose the World Liquor sign on Central	Dec 28, 2011 5:16 PM
15	STOP WITH THE OVER REGULATION. THIS IS NUTS! FOCUS ON THE ECONOMY AND NOT SIGNS!!!!	Dec 28, 2011 12:55 PM
16	Size and height regulations depending upon the area of placement. Definitely an ordinance on political signs as we go into election year; they should not be allowed to junk up an area that is not privately owned. It must be a requirement that within 3 days following the election, they must be removed. Possibly require someone to sign up at city hall taking responsibility for sign placement (maybe	Dec 28, 2011 12:52 PM

Q10. Please identify any other sign ordinance modifications you would like considered?

	you have this done) so violators could more easily be contacted. Political action signs cannot block visibility of access roads and entrance ramps, etc.	
17	brightness standard needs to be part of any regulation	Dec 28, 2011 12:43 PM
18	historic signs attached to historic structures may require some regulation	Dec 27, 2011 11:14 AM
19	The ordinances are far too strict. They need to be substantially liberalized to allow more signs that are bigger and more functional with more electronic signs. David McKalip, M.D.	Dec 23, 2011 4:10 PM
20	bring back the digital billboard agreement that removed 80 billboards	Dec 21, 2011 1:31 AM
21	consider the impact to many interest groups not just few	Dec 20, 2011 12:32 PM
22	Allow free standing art work as ad signs	Dec 20, 2011 10:07 AM
23	awning signs are extremely ugly and don't help the look if the city (Amscott etc)	Dec 20, 2011 9:38 AM
24	Pictures and Graphics should be allowed.	Dec 20, 2011 8:10 AM
25	Keep signs small	Dec 20, 2011 6:47 AM
26	Want to be allowed to use flutter flags and banners	Dec 20, 2011 6:34 AM

City of St. Petersburg
Public Services & Infrastructure Committee Meeting Minutes
June 23, 2011

PRESENT: Herb Polson: Chair, Bill Dudley: Vice-Chair, Karl Nurse, Leslie Curran

ABSENT: Alternate: Steve Kornell

ALSO; Council Chair James Kennedy; Council Members Wengay Newton and Jeff Danner; Internal Services Senior Administrator Dave Metz, City Development Senior Administrator Rick Mussett, City Attorney John Wolfe, Chief Assistant City Attorney Mark Winn, Economic Development Director Dave Goodwin, Don Gibson, Legal Advisor SPPD; Athletic Operations Manager Chandrasa Srinivasa; Zoning Official Philip Lazzara; Planner III Derek Kilborn; Planner I Pam Lee; Tuesdi Dyer, Development Director at CASA and Retire Police Officer Sgt Katy Conner Dubina and Deputy Clerk Amelia Preston.

The meeting was called to order by Chair Polson with the above members present at 9:26 a.m.

In connection with review of the agenda for June 23, 2011 and draft minutes for June 9, 2011 meeting, Committee Member Nurse moved with the second of Committee Member Curran that the agenda for June 23, 2011 meeting and minutes for June 9, 2011 meeting be approved as submitted. All were in favor of the motion. Absent Alternate Kornell

In connection with the update on Digital Billboards, Dave Goodwin stated that this is an update from what was discussed at the last meeting. He commented that CBS would also like to move forward with removal of 14 static billboard faces in exchange for the ability to place one digital billboard along Interstate I-175. It was shared that although they do not want to commit to providing the City of St. Petersburg with free advertising messages, they will however provide Public Service Announcements (PSA) such as Amber Alerts. Mr. Goodwin stated that Administration is recommending that they move forward with removal of the existing signs. There was a map distributed showing both Clear Channel and CBS site locations. Chair Polson inquired about the two proposed digital billboards on 34th Street or whether they will all be installed along the interstate only. Mr. Goodwin commented briefly that 3 dimensional (3D) signs will be prohibited. Committee Member Nurse asked if Clear Channel would be willing to remove more boards in exchange for not providing the City with free advertising and the response was no they were not in support at this time. Council Member Newton inquired about the visual inspection of billboards that have been removed or about to be removed. He inquired whether or not Clear Channel was interested in letting non-profits utilize the public Service Announcement by the Churches. Tom O'Neal shared that most of the signs that are coming down are located near the churches. It was shared that there will be more opportunity to get the word out with the digital than in the past. Council Member Newton asked that they reach out and contact the churches. Council Chair Kennedy inquired where are the billboards that are proposing to be removed by CBS; and asked that they all receive a copy of the map showing the locations where the static signs will be removed. Council Member Danner stated support of putting them all along the interstate.

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It was asked for a straw vote on the 3D signs since currently they have to get a permit. Roll call on the straw vote was as follows: yes. Polson, Dudley, Curran. No. Nurse. Absent: Alternate Kornell.

In connection with the overview of the Sign Ordinance, Dave Goodwin provided brief opening remarks. Phil Lazzara, Zoning Official, commented that it is really about balance; shared information on the process that the County followed and the major redraft to the rewrite. He commented on the nine amendments that were included in 2007 when they made changes to the Land Development Regulations. He stated that the existing sign regulations are working very well for the community as a whole. He also stated that you can tell the difference once you cross the street into other city jurisdictions. He asked if there are any questions. Committee Chair Polson inquired about the issue with someone holding a sign on the sidewalk during the income tax seasons; expressed his frustration that citation process can take so long for individuals displaying roadside advertising and the lack of enforcement. Council Member Danner commented that enforcement is the problem and shared that they need to start to enforce or make it a part of the code and allow it. He commented on the sign located adjacent to Sunken Garden which is city owned and is not in compliance. He commented on the 25% rule for sign upgrade and those signs that have been grandfathered. Mark Winn commented briefly as it relates to challenges and enforcement of our current code which has been upheld in the courts. Committee Member Curran expressed concern about advertising along 4th Street; feels that they do need to do something and made reference to Sunken Garden and their historic sign. She commented on the blown up pictures where photos are used as advertising a business or display of art for their business. She stated that digital signs are out of control; commented on the landscaping and feels that things have gotten out of hand as it relates to signage. Committee Member Nurse commented briefly on the way to make the transition and suggested that administration show examples of what is allowed and suggested that things which no longer meet the code need to be removed from the code. Council Chair Kennedy commented on the enforcement of whatever code is on the books. Committee Chair Polson shared that it has been 21 years since they actually made a major review of the sign code; commented briefly on signage that is available on one side of the street but not allowed on the other side. Council Member Danner commented on investment. Dave Goodwin shared that they are coming back on August 25, 2011.

In connection with the follow-up item relating to Median Advertising/Blueways/right of way, Committee Member Dudley commented briefly on the landscape median sponsorship pilot program that he would like to see implemented. He stated the reason for bringing this proposal forward after researching how in Largo allows businesses or other interested parties to display a small advertisement in the median in exchange for payments that are used to offset the median maintenance cost. He felt that it could generate some money for the Parks Department. Phil Whitehouse, Assistant Director, gave a brief overview on what has been done on the process that could be used for the city's program; stated that it is a draft and opportunity to generate some revenue.

Mr. Whitehouse briefly highlighted how Administration is doing more with less and everyone is doing something different. He commented on the total number of landscaped median signs and stated that the maintenance cost per median which is \$628 each. He stated that it will be City Staff that maintains the signs and the revenue would be \$3500 for three years and each sign would be the same except for the name on the sign. Committee Member Curran stated that she does not support increasing additional signs in the medians. Committee Member Nurse commented on the area along 54th Avenue South and feels that Largo signs are intrusive. Council Member Danner asked if they are geared for all medians and the response was only the high profile areas will receive signs. Council Member Danner commented that he is not in support of this proposal; feels that it opens the door for something that will create problems down the road. Committee Member Curran commented briefly on the Snell Isle location as to whether it could be used. Committee Member Dudley commented that it is suppose to be a pilot program and feels that it deserves the opportunity to be considered; shared that they can control where the signs would be placed. Committee Member Dudley move to bring this item forward to full Council for consideration as a pilot program. Roll call on the motion. Ayes. Dudley, Nurse Nays. Polson, Curran. Absent. Alternate Kornell. Motion failed due to tie vote.

In connection with the agenda item relating to Domestic Violence, Don Gibson shared that they take this issue very serious and would like to create some videos along with CASA. The two areas that they are talking about are dynamics of domestic violence or injunctions. He commented that although they are already getting training, they will do the videos in house. Tuesdi Dyer commented briefly that it is there avenue to work with law enforcement and it gives them another opportunity on how to best serve the community. Retired Police Sgt Katy Connor-Dubina commented on the process and what has been done in the past as it relates to domestic violence. She made reference that there was someone to review each report, the evidence and no file. She remembers when the position was removed from the budget and feels that the person who served in that role was very valuable. Council Chair Kennedy commented that the video sounds nice but is not enough; commented on perception and the way to empower the individual that is not the abuser. It was asked if they were requesting that this position be reinstated back in the Police Department's Budget. Mr. Gibson stated that he was not in the position to request that the position be reinstated. Council Chair Kennedy also commented on the different studies, such as the Florida Mortality study and the victims that end-up dead because they had not made contact with this type of service. Council Member Newton asked if there was any way to get information to track the misdemeanor levels and stated that there would need to be a chain of command. There was discussion regarding the ability to perhaps have the position and commented on restraining orders that are put in place. Mr. Gibson shared that restraining orders are important and they are a help. Committee Member Nurse commented briefly on the pressure, the quality of evidence and the facts.

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Committee Member Nurse moved that the PSI Committee make a recommendation to refer this item to Full Council for consideration of a resolution to support the implementation of the proposed training videos; that the Police Department re-establish this position and if they need funding for it to please come back to the Committee within the next couple of weeks so they can work it into the budget. Roll Call on the motion. Ayes. All. Absent Kornell.

There being no further business the meeting was adjourned at 10:44:a.m.

City of St. Petersburg
Public Services & Infrastructure Committee Meeting Minutes
August 25, 2011

PRESENT: Herb Polson: Chair, Bill Dudley: Vice-Chair, Karl Nurse, Leslie Curran
Alternate: Steve Kornell

ABSENT: None.

ALSO: Council Chair James Kennedy; Council Members Wengay Newton and Jeff Danner; Internal Services Senior Administrator Dave Metz, City Development Senior Administrator Rick Mussett, City Attorney John Wolfe, Chief Assistant City Attorney Mark Winn, Economic Development Director Dave Goodwin, Codes Director Gary Bush, Planning and Economic Development Director David Goodwin, Codes Manager David Dickerson, Assistant City Attorney Kimberly Proano, Assistant City Attorney Erica Smith, Planner III Derek Kilborn, Planner II Rob Gerdes, Zoning Official Phil Lazzara, Planner I Pam Lee, Police Sgt. Gary Dukeman, Evan Mory, Parking Manager, Chan Srinivasa, Parks Operations Manager and Amelia Preston, Deputy City Clerk.

The meeting was called to order by Chair Polson at 9:17 a.m. with the above members present. Chair Polson commented briefly that the agenda item relating to Review of the Blueways Signs was being deferred to another date because Joe Kubicki, Transportation and Parking Director, had a family emergency.

In connection with the review of the agenda of August 25, 2011 and the draft minutes of July 21, 2011 meeting, Committee Member Dudley moved with the second of Committee Member Curran that the agenda for the August 25, 2011 meeting and the minutes of the July 21, 2011 Meeting be approved as submitted. Ayes: Polson, Dudley, Curran and Nurse. Nays: None. Absent: None.

In connection with the agenda item relating to Sign Ordinance, Philip Lazzara, Zoning Official, provided a PowerPoint presentation on the sign regulations which consist of five sections. His Presentation covered the following:

- I. St. Petersburg vs. Clearwater Sign Regulations.
- II. Non-conforming Signs
- III. Specific types of signs
- IV. Code Enforcement
- V. Process direction from the Committee.

As it related to free standing signs in St. Petersburg vs Clearwater, Mr. Lazzara provided detail information on the free standing; and commented on the 150 square ft. maximum area. He commented on the design standards; highlighted Clearwater's comprehensive sign program; and would not recommend due to interpretation issues.

He reviewed other design considerations such as along Gulf to Bay Blvd., landscaping medians (5-10 years); enhanced green yards, and reduction of impervious square footage. Mr. Lazzara commented on Clearwater's Amortization Program and shared it took more than seven years to remove non-conforming signs that were no longer in compliance roughly 15 years for full compliance. He stated that every one was put on notice that they had a specific time frame for signs not in compliance to meet the comprehensive sign program which allowed some of the signs that would be scheduled to be removed to come into compliance with some alterations. Mr. Lazzara showed a picture of a non-conforming sign located on 4th Street; and shared that staff have a number of recommendations today. The following possible amendments:

- Make the repair threshold cumulative for all repairs.
- Prohibit EMCs changeable copy from being added to non-conforming signs.
(Current policy prohibits this activity).
- Prohibit any increase in illumination.
- Prohibit structural improvements.
- Require sign compliance with improvements to building or site over 50% of value
- Reduce enforcement time on abandoned signs from six (6) months to three (3) months and adding a definition for abandoned signs.
- Retroactive standards for brightness & message duration.

He highlighted specific types of signs used as portable signs which are temporarily placed in the public right of way which is defined as snipe signs by the City Code. He also commented on signs which could be prohibited; commented on A-frame signs; and shared that Administration is not recommending any changes at this time for these types of signs. In connection with Electronic Message Center's (EMC's) it was shared that in 2005 a revision allowed EMCs in all non-residential districts; however, in 2007 LDR text amendment increased the square footage from 24 to 32 square feet. It was estimated that there are 54 EMCs in the City including time and temperature. In 2010, Codes Compliance Assistance issued 34 citations to EMCs. It was revealed that all jurisdictions review and regulate the message complexity in some form; however the City of St. Petersburg is the only jurisdiction which requires text only. Administration supports the following possible amendments:

- Prohibit EMC city wide except at performing arts venues.
- Prohibit in Traditional & Downtown Zoning Districts except Performing Art Venue uses.
- Reduce size below thirty-two (32) square feet.
- Introduce a measurable brightness standard.
- Require longer message duration.
- Require that EMCs cannot face single-family.
- Permit static images along with text.
- Clarify existing policy which prohibits EMCs from being added to non-conforming signs.
- Increase fines for EMC Code Violations.

In connection with Code Enforcement portion, Erica Smith, Assistant City Attorney, reviewed the process followed on the enforcement of Code Violations and Municipal Ordinance Violations (MOVs). She outlined the Code Enforcement and Board Proceedings. She reviewed the notification, time to cure and scheduling of hearing. MOVs information was provided on how these individual cases are addressed. Ms. Smith commented on the court process; and commented on the decrease in sign violations occurring in the City. It was also stated that the number of snipe signs in the area have decreased and it was shared that each Monday, Codes officers go out and remove snipe signs from their areas. It was also shared that Codes has individuals that work on evenings and weekends.

Mr. Lazzara commented that they await direction from the Committee and are willing to have a workshop, etc. Committee Member Curran inquired about the permits and whether or not individuals are made aware that there is a limit on the messages that can be run or displayed. She stated that along 4th Street there are signs that are not in compliance. Gary Bush, Codes Compliance Assistance Director, responded regarding the signs located on 4th Street. Committee Member Curran asked if Sunken Gardens has been made aware that they are not in compliance. There was discussion regarding EMC located along 4th Street and the problem with regulating them. Dave Goodwin, Planning and Economic Development Director, shared that they will proceed with making sure that everyone is in compliance including the City. There was also discussion regarding banners.

Committee Member Dudley commented that the presentation was very well done. He asked the reason for making special exceptions for Performing Arts Venue to remain having EMCs. Mr. Goodwin commented on the technology; and asked whether the Committee would like to see the EMCs continue. Mark Winn, Chief Assistant City Attorney, expressed concern as it relates to relaxing the EMC for only the performing arts venue. Committee Member Dudley also inquired about the non-conforming signs and the length of time that they can remain. Mr. Lazzara commented that the signs can remain for as long as they are maintained.

Committee Member Kornell commented that the discussion needs to be expanded to include sites with parking lots that are in poor repaired. It was shared that design regulations need to be enforced. Mr. Goodwin shared that he would be willing to set up a meeting when ever Council is ready. Committee Member Kornell shared that he would like to see Administration talk to CONA and suggested allowing input from both sides of the industry.

Committee Member Nurse commented that they should engage with the small business owners; inquired about the electronic messages and suggested that Administration come up with some type of outline once they get some feedback as to what is agreed upon. Council Member Danner commented on breaking it down to corridors; also suggested taking a look at 4th Street and communicating with the owners to determine how to make them all look better. He commented briefly on the comparison of the two cities; inquired about the A-frame signs that have creativity and are not offensive.

Council Member Danner inquired about something that would address historical sites and the signage; suggested that Administration identify why some signs need to be changed and feels that they should be addressed by frames on the specific corridor. Mr. Lazzara commented that he understands exactly what he is talking about. Council Chair Kennedy commented on the presentation which was well done and shared that his preference would be to prohibit future EMCs; and additionally would like to regulate the brightness standards for all existing static billboards. He questioned Legal about amortization, potential threats of litigation and whether any amortization timeline is defensible. Mr. Winn explained the complications with amortization and suggested that additional research is necessary. There was discussion about the proposed signage for a salon on 4th street and the regulation of art because there is no text. Mr. Lazzara read the definition of artwork. Council Chair Kennedy commented on the amortization process and the time frame of not having litigation. He asked Legal if there is some way to negotiate an amortization period. Mr. Winn shared that they would have to address that issue later. There was additional discussion about the EMC signage. It was asked what the requirement is to be considered a performing arts venue. The response was 500 seats or approximately 4,500 square foot in size. It was the consensus of the Committee to request a workshop or series of workshops on this item. Chair Polson suggested that the Chamber be included in the process. It was suggested that Mr. Lazzara meet with the Chamber and come back to full Council once they have determined what Administration is trying to address. Committee Member Curran asked for a list of all of locations with EMC signs. It was determined that a workshop to define, the perimeters and scope of signage change before they receive input from the community. Administration agreed to schedule a workshop within six weeks.

Chair Polson indicated that there was not sufficient time to hear the other item on the agenda and asked that it be placed on the next agenda.

The next meeting is scheduled for September 15, 2011.

There being no further business, the meeting adjourned at 10:37 a.m.

CITY OF ST. PETERSBURG
City Council Workshop –Review of Sign Regulations.
October 20, 2011

PRESENT: Council Chair James Kennedy and Council Members Herbert Polson, William Dudley, Leslie Curran, Steve Kornell, Karl Nurse, Wengay Newton and Jeff Danner.

ABSENT: None.

ALSO Chief Assistant City Attorney Mark Winn, Planning and Economic Development Director Dave Goodwin; Zoning Official Philip Lazzara; Planner II Robert Gerdes; Assistant City Attorney Erica Smith; Codes Operations Manager David Dickerson; Planner III Derek Kilborn; Deputy City Clerk Amelia Preston, and others.

The Meeting was called to order by Chair Kennedy with the above members present at 1:30 p.m. Council Member Nurse moved with the second Council Member Curran that the agenda be approved as submitted. All were in favor of the motion.

In connection with the Agenda for the Sign Regulation Workshop, Zoning Official Philip Lazzara outlined a powerpoint presentation on Corridors and Centers. Council Member Danner inquired about the size of the free standing signs in the powerpoint. He referenced the commercial corridors; commented on the Rally Sign on Fourth Street; inquired about the residential/office corridors sign height which is 10 ft. Council Member Danner also commented on the retail centers that are adjacent to the malls; as well as the City retail branding on the sign at the bottom. There was discussion on the height of the signs that are 20 feet and whether the signs are in compliance to each other in similar locations. It was shared that previously, these signs were allowed up to 150 sq ft of sign area. Council Member Polson also inquired about the size of the sign as it relates to height and requested clarification of the 64 sq ft. It was revealed that on the west side zoning is different than in the downtown area. Council Member Polson asked for clarification about the height and how it is applied in the difference in area. Council Member Danner inquired if the golden arches would be considered a sign. Council Chair Kennedy inquired about a sign in shape of a triangle. It was shared that there is a restriction on height but not width. Robert Gerdes, Planner II, provided clarification as it related to the height of the structure; how to calculate sign area and how to draw a polygon to measure a sign.

In connection with Non-conforming Signs, Mr. Lazzara provided an overview of the non-conforming sign regulations; referenced those cities and counties where comparison were made and shared a list of possible amendments that could be made to the City's regulations. He also commented on when a replacement sign would have to be compliant with current regulations. He highlighted those signs with a variance on Fourth Street. It was shared that if the non-conforming sign has been abandoned over a period of 90 days, it would have to be removed.

It was shared that staff would like to clarify this regulation with an amendment. Council Member Polson commented on the increase in illumination; and suggested that bulb type should not be an issue. Mr. Gerdes commented briefly that they would need to require a permit to make any changes to the illumination to a sign. Council Member Danner inquired about capping repairs to non-conforming signs and commented briefly on those signs that are on 34th street that have been rehabilitated and the printed space is very small. He also inquired about an amortization period being considered. Mr. Lazzara commented that they don't have a suggested amortization time. Council Member Nurse commented that Staff should be able to determine some time period of when the sign would have to be removed. Chief Assistant City Attorney Mark Winn commented that Legal could draft some language if Council would like to go in that direction. Mr. Lazzara stated further Clearwater ended up dropping their seven year amortization program. Mr. Gerdes commented that the on premise sign amortization process in Clearwater continued. Mr. Lazzara commented on the increase in variances in Clearwater in order to get compliance; and stated that they will take their comments into consideration and proceed. Council Chair Kennedy inquired if Administration needed further direction. It was asked if Council wants staff to review the possibility of an Amortization Program. It was the consensus to continue to discuss a possible amortization program. Mr. Gerdes inquired if Council agreed with the six points that had been listed in the staff report.

In connection with Specific types of signs that were previously identified, such as Neighborhood Association Meeting announcement signs in the right-of way, individuals holding and/or dressed as signs on private property and in right-of-way, A-Frame signs and Electronic Message Center (EMCs). Mr. Lazzara commented that both Clearwater and Pinellas Park currently prohibit these types of human signs. It was shared that the Regulation on Human signs varies significantly among jurisdictions throughout the County. It was shared that Administration is seeking additional direction from Council as to the regulations they wish to impose on human signs within the City. Council Member Polson commented that there is a guy dressed as a banana and is located on the sidewalk; and it was suggested to perhaps require a permit. Council Member Danner shared that he would like to hear what the public has to say before implementing such a requirement. Planning and Economic Development Director Dave Goodwin inquired about visual clutter and public safety. Assistant City Attorney Erica Smith commented briefly that the City could restrict the time, place and manner of such signs. Ms. Smith suggested that as long as it is on their property it could be okay and prohibit them from being in front of other businesses. Council Chair Kennedy stated that they will have to do some type of study in order to justify such being constitutional. It was suggested that they get input from the public. Council Member Danner inquired about the signs that are located on the buildings or Streets. Mr. Gerdes provided a response that they have reduced the size of the signs. It was also shared that they have reduced the dwell time from 15 minutes to 6 seconds for EMCs. Council Member Kornell inquired about the EMCs and suggested that they bring additional information back. Council Chair Kennedy inquired about limiting the number of EMCs or not allowing them.

Mr. Lazzara then reviewed the EMCs, and shared that Staff would like City Council to reduce/expand the list of possible recommendations prior to engaging in an outreach project to potential stakeholders and interested parties. Lists of possible amendments were reviewed. Council Member Polson inquired about someone who has recently purchased a new sign which has graphic and Codes has been involved. Council Member Newton expressed his concerns regarding the EMCs. Council Nurse commented briefly on the amount of \$55,000 spent for a

sign which has graphics that will not be allowed. Council Member Kornell inquired if there was a middle ground and the difference between businesses that have signs that light up after dark. Council Member Dudley inquired about the signs that were permitted; however, the graphic is a problem. Mr. Lazzara continued to review the material in the staff report which included the following:

1. Components of historic sign preservation.
2. Different models for historic sign ordinances
3. City-wide overlay
4. Review the different historic sites.

It was asked if Staff would have to do an inventory of signs. Council Member Danner commented briefly on the process that will be followed. Council Member Polson commented briefly on the legal conforming and non conforming signs.

In connection with Abandoned Signs, Mr. Lazzara gave a brief review of the clarification of the language submitted in the backup material; explained the difference as it relates to abandoned legal and conforming; and abandoned legal non-conforming signs. It was revealed that at a previous meeting there was consensus by council to support withdrawing several issues which today are up for discussion. There was a brief review regarding Enforcement of the City Code Municipal Ordinance Violations in County Court or Code Enforcement which is included in the report. It was asked that staff meet with each Council Member individually if needed.

There being no further business, the meeting was adjourned at 2:54 p.m.

CITY OF ST. PETERSBURG
City Council Workshop – Sign Ordinance
January 19, 2012

PRESENT: Council Members Leslie Curran, Chair; Charlie Gerdes, James Kennedy, Bill Dudley, Steve Kornell, Karl Nurse, Wengay Newton and Jeff Danner.

ABSENT: None.

ALSO: Public Works Administrator Mike Connors; Chief Assistant City Attorney Mark Winn; Planning & Economic Development Director Dave Goodwin; Zoning Official Philip Lazzara, Marketing and Communications Director Beth Herendeen; Planner II Robert Gerdes; Planner I Pam Lee; Historic Preservationist III Kim Hinder; Planner III Derek Kilborn, Kevin Hunsicker representing Thomas Sign & Awning Company Inc., Mike Gulley representing CONA; Chris Steinocher, President and CEO of the St. Petersburg Chamber; William Griffin, President, International Sign & Design Corp; Deputy City Clerk Amelia Preston and others.

The meeting was called to order by Chair Curran at 10:00 with the above members present. The Clerk called the role and the Chair announced that the purpose of the meeting was to receive a brief update by City Staff prior to receiving input from representatives of CONA, the Chamber and Sign Industry. The Chair shared that each representative would be given 15 minutes to give their presentation followed by questions and response. Council Members Newton and Nurse reported present at 10:05 a.m.

In connection with review of the sign regulations, Zoning Official Philip Lazzara provided a PowerPoint presentation that reviewed the process, workshops that were held; information on commercial corridors and retail centers; non-conforming signs; recent pending cases; specific types of signs gathered input from the stakeholders and staff needs to engage in broader public outreach to solicit additional input in the process and they will schedule future workshops.

Mike Gulley representing CONA thanked Council Members for allowing them to be a part of the process. He highlighted the following:

- Support the neighborhoods and the part that they play.
- They are not anti-business and welcome business because they need each other.
- Commented on the number of meetings that they have held to look at our city.
- Their membership is diverse and the one thing that is clear to them is the need to have dialog on what they would like to see in the future.
- They have looked at some of the issues involving the grandfathering, the EMCs, historic signs the people signs etc.
- Their basic conclusion was they need to take a Look at the broader issue of

creativity, sign perpendicular to the street, need to have a different set of regulations for the horizontal signs as well as defining businesses as oppose to highlighting them.

He also suggested that Staff look at providing different signage rule and allow the ease of getting signage approved and installed. Mr. Gulley commented briefly on the questionnaire that they recently created; and they are looking for something that will work for everyone.

It was stated that in order to develop a sign ordinance that works for everybody, the City of St. Petersburg must conduct workshops for representatives from businesses, neighborhood association, and the sign industry; and have a two-way reaction dialog. He stated that besides quality and safety, the sign ordinance should allow for creativity and meet the St. Petersburg's residents due to the many business and shopping districts, major corridors, interstate along major thorough-fare and highways. They realize that one size does not fit all; and technology is constantly changing. It was expressed that business and neighborhoods should be able to determine their own unique guidelines. Mr. Gulley stated further that the sign ordinance should also take in account of the streetscape lighting and foliage where the sign is going. He stated further that there should be a committee made up of representatives of the City and specific neighborhoods for approval as oppose to one individual; the standards need to be clear and reviewed by Legal. He then commented on the results of their questionnaire are kind of interesting, shared that 79% feel that signs are necessary; 61% support a sign ordinance that works for everybody with workshops; 51% stated that besides the formula for safety should also allow for creativity in the sign ordinance; 59% agree that one sign fits all. In summary highlighted information on technology, message centers, frequency and grandfathered signs. Mr. Gulley also expressed that historic signs should be preserved; the City should not impose too much on the property owners or the neighborhood. Chair Curran asked for a copy of the survey.

Barbara Heck also representing CONA stated that she would like to have a visioning process performed before going forward; commented that signage is very important; gave an examples where individuals in the past have stepped back to do a visioning process with everyone that will be impacted. She suggested that everyone should be involved; stated that during the holidays was not a good time for this discussion; suggested a minor delay to allow time to come up with what people and the constituent will be supportive of the ordinance.

In connection with the Questions of CONA, Council Member Newton inquired about them not being anti-business and the issue involving signage clutter on the south side. Mr. Gulley responded that CONA is not supposed to be represented by others.

Council Member Newton commented on the lack of support in dealing with clutter on the Southside and stated that the survey is more important because it represent the pulse of the people. Mr. Gulley commented briefly on the difference of opinion among members. Council Member Kornell stated that what is being presented today is a good process. Council Member Dudley expressed that somewhere down the line CONA will have more businesses involved. Council Member Gerdes inquired about when the 1500 surveys were sent out and when they expect to receive the input; and briefly highlighted the inconsistencies in the information that was presented.

Council Member Gerdes shared that he would like to get a copy of the final results of the survey. He also asked if CONA was talking about the different zones as it related to north, south, east and west. Mr. Gulley commented that they did the survey so late; they won't receive them back until around the end of the month.

Chris Steinocher, President and CEO of the St. Petersburg Chamber, thanked the City Staff who have done a great job. He shared that he would be focusing on the main points that need to be addressed. He highlighted the following:

- They will be celebrating their 113 year and tourist is very import
- The City of St. Petersburg has a good sign ordinance in place.
- The work that has been done by staff allowed for input.
- They have looked at the cost and unexplained expense.
- Expressed concerns on the number of non-confirming signs and cost that will be associated with coming into compliance.
- Commented on the survey included in the submitted material.
- The confusion when purchasing signs.
- Supports the hand-held signs because they create jobs
- Supports Historic Signs being recognized; they should be on a one to one bases because of the cost to restore them.
- Supports Electronic Messages Centers (EMCs) which are important; stated images process in the brain faster than words.
- They recommend that images be allowed within proximity to the street.
- Supports Amortization of all non-confirming signs and the associated cost.
- Most of the businesses don't understand the terminology which needs to be defined.

In connection with the questions and answers of the Chamber, Council Member Danner inquired about the entire corridor being considered; used 4th Street as an example; commented on the upgrade and what the view of the overall picture should look like. It was asked are businesses swayed by the signs and do they really trigger sales. A response was shared that 30% new clients are a result of the message center sign. Council Member Danner commented on the giant multi-signs near Hardees; asked if it is really important and effective.

He also commented on the attractive signs that are heavily lit; the areas where there are ten or twelve very bright; and inquired about the code enforcement as it relates to signs and what is allow and not. Council Member Newton inquired about the animated signs and other distraction of images. It was shared that most of the industry is going animated. Council Member Newton stated the images moving are designed to get your attention; do see what they have done with the digital sign on 54th Avenue North; expressed his understanding of the Walgreens EMC signs and asked what is the Chambers position on Billboard signs and the number of inundated signs on the Southside neighborhoods? Mr. Steinocher responded they wrote a letter that went on record which indicated that they were tremendously disappointed of the outcome and they would welcome the revisit of that going forward in the future.

Council Member Kennedy inquired if the Chamber would be opposed to an amortization of non-conforming to a time period of 15 years, or one that has a considerable time period to address the non-conforming. Mr. Steinocher response was the results was that there was a split from the survey; however, the more time that they can give the businesses the better, but asked that Council not even consider it. Council Member Kennedy asked Mr. Steinocher if he had an opinion if it was considered, what should the time period be. Mr. Steinocher suggested that at minimum five years out if not more ten years out. He stated further that we are still not out of an economy which is crippled with businesses and they do not want to incur any additional cost at this time. Council Member Kennedy asked if Mr. Steinocher had any opinion about the EMCs. Mr. Steinocher commented that prices at this point has kept most businesses from being a EMCs because of the cost and whether there is a point when there are too many, he is unsure. It was suggested to allow businesses to determine where to draw the line as it relates to the number of EMCs. The size of the signs and the ability to use the signage to attract business/regulation of distance would need to be regulated because you don't want to see everyone with them.

Council Member Dudley commented regarding the signs that involved the American Flag which is feels is ridiculous; commented that he agrees that free enterprise and people making that decision without the City having to tell them; however, he is more concerned with the signs that are higher in the air. He would like to see them brought down and within a designated distance from the sidewalk. Council Member Dudley also thinks that signage has been in existence for a long time and restrictions need to be broad enough and within the regulations.

Council Member Kornell stated support of the questions asked by Danner earlier; commented on the signs that are very un-intrusive and feel that the electronic signs should be allowed. He complimented both Ceridian and Walmart for not going above with their signage and being a good neighbor and shared that there are some parts of our City areas that are flat out ugly and completely unattractive. He expressed that Business owners need to know what our regulations are and what they can and can not do.

Council Member Nurse inquired about whether the Chamber supports allowing historical signs that don't meet today's code to continue to remain and the response was yes for those that have been designated as historic signs. Mr. Steinocher referenced the process that must be followed to have the historic sign designated and cost that would be associated. There was brief discussion regarding the requirement that if more than 25% of the non-conforming sign structure is altered, that the sign shall be made to conform to this Sign Code.

It was suggested to go case by case because of the cost to rebuild and expressed support with locating any grant money there maybe to help the historic sign owners. Council Member Nurse also commented on the brightness of the signs. Council Member Gerdes also sought clarification about the Chamber supporting the 25% thresholds and asked if there were other thresholds such as 50% of the site development verses just the sign; what about putting an EMC on a non conforming sign, what about some of these threshold ideas. Mr. Steinocher shared that since they were all out voted, with the 25% they did not go into any other discussion. He stated further if they allow that discussion with the members, because they want to be very clear with what they are asking because of the options that are out there. It was revealed that they would much rather discuss threshold ideas as opposed to amortization ideas.

Council Chair Curran thanked them for the input and shared that there are people out there that flat out don't know what a non-conforming sign is; so they do have to do some more education; commented on the EMCs and the needs of the neighbors and the businesses nearby.

Thomas Sign & Awning Programs Director Kevin Hunsicker commented briefly that he has been in the industry for 35 years and with Thomas for 31 years and currently oversees about 35 national accounts; stated that Codes Compliance is really what they live by. He stated that every time a major City changes the sign code or if the regulations change for the signs they are the ones that sell signs to property owners. He stated that unfortunately it is the business owner who suffers. He commented on the cost that is associated when a national sign is brought forward and is told by the municipality what will or not be allowed. He shared he is a firm believer that across the country that architectural signs are what they should be and should be apart of the Code which you currently have. He commented on EMC's where 90% of small business can't afford because they range from \$20,000 to \$100,000. He also commented on readable boards and issues with small businesses having to address the required setbacks; along with landscape and the regulation that has a visual compliance. Information was provided on the setbacks that exist on Central Avenue; parking space ratios; and the features that are involved in corridors. Mr. Hunsicker also commented on the height restrictions on the sites, shared that when municipalities change the sign ordinance, it drives the cost higher for the small businesses.

William Griffin, President, International Sign & Design Corp, stated that the City of St. Petersburg has a good sign code, they have some good regulations; however, there are some areas that need some tweaking. He stated it is also important to have the ability to work with staff in some cases sometimes dealing with small or minor setback variances dealing with heights and distances from sidewalks. He stated the high signs are becoming obsolete and there should not be any more along 4th Street because the Code doesn't allow them. Mr. Griffin highlighted the difference between signage Industry and the Billboard Industry; and commented that there are off-premise signage (Billboards) and on-premise signage which they represent, shared if you got a good Sign Code it's easy to comply.

Council Member Danner inquired about the industry and the free market; and stated that Clearwater is one of the most difficult places to do anything. It was shared that they have a Code but you will not be able to get outside the box; and stated that most businesses are trying to survive. He commented that every business on 4th Street pretty much has signs; shared that they don't see the small businesses being able to afford electronic at the cost of up to \$50,000. Council Member Danner also commented briefly on Walmart's signs and the bank messages on their signs. Chris Steinocher shared that the small businesses can't afford the cost associated on a corridor. Council Member Kennedy inquired about the businesses that can afford EMCs. Chris Steinocher commented stated that he doesn't support the handheld signs and they do appreciate being allowed to participate.

Council Member Nurse inquired about the permitting process, the size, the messages and setback. Council Member Danner inquired about the message as well as duration of the time. It was shared that it depends on the messages. Council Member Danner shared that he doesn't support the animated messages.

Council Member Kornell inquired about variances that require a quasi decision to be made; and support staff not being able to just change things on their own. Mr. Hunsicker commented briefly on locations with buffers for a sign; feels that staff should be able to make the decision when everything is in place to allow the business to move forward within a timely manner. He also complimented the great job that Pam Lee does for the City.

Council Member Dudley commented that one of the complaints that they get all of the time is the ability to streamline the process; feels that it is worth the investigation and don't want any one lose money due to the time and process that is in place. Council Member Danner commented briefly on the competition; changes in the technology industry, and the fact that they are all competitive. Mr. Hunsicker gave a brief response and the reason for the instance changes as it relates to advertising on getting the information to the public.

Chair Curran commented on the two different ways to look at handheld signage; commented on the definition, policies and the need of input from the public.

Philip Lazzara stated that the next step would allow the stakeholders to comment on issues; and suggested they schedule another City Council workshop where staff will present a draft of language synthesizing the results of all efforts to date. Mr. Goodwin commented briefly that they will do the visioning process if that is what Council wants and they are in support of input received from the sign industry. It was shared that this is not the end. Council Member Kennedy commented on areas where they should have some discretion maybe, where the requirement of 25% trigger. It was shared that they will reach out to cities that have some discretion and the ability to move things along when they are defensive.

Council Member Danner suggested that they consider the overall corridor as a whole and what it's going to look like; inquired about the function of the sign; and is it going to be an advertising tool. He stated further that small businesses can't afford EMCs; stated 10 years ago no one could afford them and in ten years from now who knows what will be in place; commented on the non-conforming signs and feels that they should have an amortization process. He commented briefly on the historic process and highlighted that signs would need to meet the criteria; referenced history of world liquor and suggested these are the kinds of things that must be considered. Mr. Lazzara shared that they will bring back the revised information. Dave Goodwin commented briefly on the options and ability to make some decision before something is torn down. Council Member Nurse inquired about the Sunken Garden Sign and signs that need to be considered. Information was provided on permitted signs that were approved; however they are considering the option of revising what will go forward. Council Member Gerdes stated support of going forward and perhaps staff can honor the process; by informing the public on what is permitted; and expressed that there was no specific opposition to handheld signs. It was suggested that the zoning districts be considered and that they be tied to the entire corridor. Council Member Kornell commented on the large number of signs along 4th Street; shared that he is very happy with the process and allowing input from the industry and others. Most of the discussion was about EMCs. Council Member Danner commented on the 3-D signage. Chair Curran thanked everyone for their input today, and after the next workshop, they will have more public input and feel that they are on a good course. She is looking forward to their report back.

There being no further business, the meeting was adjourned at 12:15 p.m.

