



TO: The Honorable James R. Kennedy, Jr., Chair, and Members of City Council

FROM: Dave Goodwin, Director of Planning & Economic Development *DM*

DATE: Meeting of August 18, 2011

SUBJECT: Modifications to Digital Billboard/Static Billboard Removal Ordinance and Agreement

This memorandum provides City Council with modifications which have been made to the proposed digital billboard/static billboard removal Ordinance and agreement along with additional information requested by City Council. Updated maps are attached and the revised Ordinance and agreement with Clear Channel Outdoor will follow. CBS Outdoor has not agreed to the proposed modifications and has withdrawn from this process.

Ordinance Modifications

- Section Three revised to add a new subsection sixteen (16) to provide for a twenty (20) year sunset provision. On the 20th anniversary of the effective date, any digital face constructed must be replaced with a static billboard face.
- New Section Seven to provide for enhanced fines in the event of violations of the Ordinance. The fine for a violation of any provision of this Ordinance pertaining to a digital or electronic off premises sign shall be not less than \$1,000.00 per day for the first violation, \$2,500.00 per day for the second violation and \$5,000.00 per day for the third and subsequent violations. This provision requires a supermajority vote of City Council.
- Section Three revised to limit the number and location of permissible relocations in the event that the ordinance is found to be invalid, illegal or unenforceable. In such a case, any static billboard relocated back to a previous location must be on a Federal Aid Primary roadway and the sign owner's right to rebuild is limited to the right to replace fifty (50) percent of the inventory removed if the order is within five (5) years of the effective date and twenty-five (25) percent if the order is between five (5) to ten (10) years of the effective date. After ten (10) years, there is no right to replace removed static billboards in the event of such an order.

Agreement Modifications

- Reduces the number of digital billboard faces proposed to replace existing static faces from eight (8) to six (6) while the number of static billboard faces to be removed remains at eighty (80).
- The billboard located on the Manhattan Casino property shall be removed within sixty days of the first availability of a demolition permit associated with this agreement.
- Added a new Section Thirty providing minimum terms for the renewal of the license agreement for billboards on City property. The minimum rent provided to the City for the two (2) locations proposed for digital billboards will be a total of fifty-thousand dollars (\$50,000) or twelve and one-half (12.5) percent of the gross revenue per year, whichever is greater, over a twenty (20) year term. Clear Channel Outdoor will provide an annual accounting to the City as evidence of the gross revenue.
- Added language providing that up to twenty-five (25) percent of the City advertising space will be reserved when available for civic associations. If the space is unavailable through the City's advertising allocation, Clear Channel agrees to provide the advertising space out of Clear Channel's inventory at the nearest available location.
- Modifies removal/replacement schedule to require forty (40) static faces removed prior to permitting three (3) digital faces and the second forty (40) static faces removed prior to permitting the last three (3) digital faces.

Additional Information Requests

- At the August 4th City Council public hearing, Council asked staff for the removal ratio based on square footage. Staff calculates the current proposal of eighty (80) static faces removed for the replacement of six (6) remaining static faces with digital faces has a ratio of 6.41 square feet of static face removal for every one (1) square foot of digital face added.
- Staff was also asked to provide an estimated value of the advertising being provided to the City as part of the Clear Channel Outdoor agreement. Based on published rate information, the value of the advertising is worth between \$2.1 million and \$2.6 million over the twenty (20) year life of the agreement.

- Staff was asked to provide a map depicting the billboard locations which are on City property. This map is attached.
- Lastly, staff was asked to determine the number of non-conforming billboards in the City under the existing regulations and the proposed regulations. Staff is working on mapping out this information in order to make a determination and will provide findings at the next Council meeting on August 18th.

Attachments: Clear Channel Exhibit A Map
Clear Channel Exhibit B Map
Revised Clear Channel Exhibit C Map
Clear Channel Existing Inventory Map
Clear Channel Remaining Inventory Map (After Removals)
Map Depicting Billboards on City Property

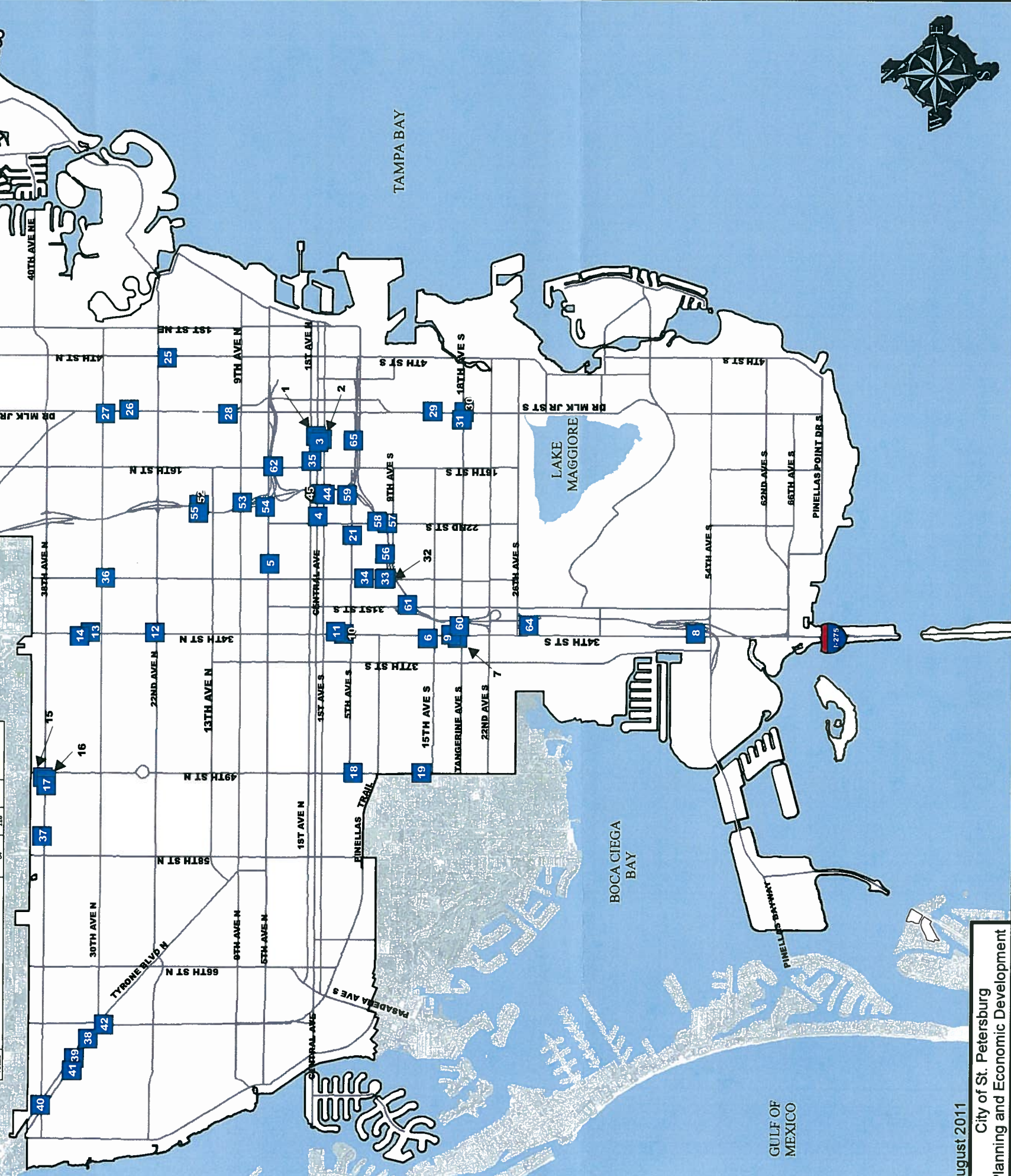
cc: Mayor Foster
Tish Elston
Rick Mussett

EXHIBIT A

CLEAR CHANNEL EXISTING BILLBOARD INVENTORY



NUMBER	LOCATION	STRUCTURES	FACES	OWNER	SIZE
1	CENTRAL AND 11TH ST	1	1	CC	12' x 20'
2	1ST AVE S AND 12TH ST	1	2	CC	12' x 20'
3	CENTRAL AND 13TH ST	1	1	CC	12' x 20'
4	CENTRAL AND 21ST ST	1	4	CC	12' x 20'
5	5TH AVE AND 26TH ST N	1	4	CC	12' x 20'
6	34TH ST AND 14 AVE S	1	2	CC	12' x 20'
7	34TH ST AND 18TH AVE S	1	4	CC	12' x 20'
8	1-25 AND 5AVE S	1	2	CC	10' x 30'
9	34TH ST AND 17TH AVE S	1	2	CC	12' x 20'
10	34TH ST AND 4TH AVE S	1	3	CC	14' x 48' & 12' x 20'
11	34TH ST AND 3RD AVE S	1	2	CC	12' x 20'
12	34TH ST AND 22ND AVE N	1	2	CC	14' x 48' & 12' x 20'
13	34TH ST AND 12 AVE N	1	3	CC	14' x 48' & 12' x 20'
14	34TH ST AND 3RD AVE N	1	3	CC	14' x 48' & 12' x 20'
15	34TH AVE AND 6TH ST N	1	2	CC	12' x 20'
16	34TH AVE AND 6TH ST N	1	2	CC	12' x 20'
17	34TH AVE AND 6TH ST N	1	2	CC	12' x 20'
18	49TH ST AND 15TH AVE S	1	1	CC	12' x 20'
19	49TH ST AND 15TH AVE S	1	2	CC	12' x 20'
20	5TH AVE S AND 3RD ST S	1	2	CC	12' x 20'
21	4TH ST AND 3RD AVE S	1	2	CC	12' x 20'
22	4TH ST AND 54TH AVE N	1	2	CC	10' x 30'
23	4TH ST AND 54TH AVE N	1	2	CC	14' x 48'
24	4TH ST AND 54TH AVE N	1	2	CC	14' x 48'
25	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
26	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
27	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
28	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
29	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
30	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
31	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
32	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
33	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
34	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
35	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
36	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
37	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
38	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
39	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
40	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
41	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
42	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
43	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
44	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
45	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
46	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
47	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
48	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
49	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
50	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
51	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
52	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
53	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
54	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
55	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
56	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
57	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
58	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
59	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
60	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
61	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
62	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
63	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
64	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
65	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
66	DR MLK JR AND 36TH AVE N	1	2	CC	12' x 20'
TOTALS		64	128		



**■ CLEAR CHANNEL SIGNS
TO BE REMOVED**

The map displays the city of St. Petersburg, Florida, with a grid of streets and numbered red squares indicating specific locations. The squares are numbered 1 through 40, with some numbers appearing in multiple locations. The map includes major roads such as 1st Ave N, 5th Ave N, 15th Ave N, 22nd Ave N, 30th Ave N, 34th Ave N, 36th Ave N, 40th Ave N, 1st Ave S, 5th Ave S, 15th Ave S, 22nd Ave S, 30th Ave S, 34th Ave S, 36th Ave S, 40th Ave S, 1st St N, 5th St N, 15th St N, 22nd St N, 30th St N, 34th St N, 36th St N, 40th St N, 1st St S, 5th St S, 15th St S, 22nd St S, 30th St S, 34th St S, 36th St S, 40th St S, and 42nd St S. Water bodies shown include Tampa Bay, Boca Ciega Bay, Lake Maggiore, and the Gulf of Mexico. A compass rose is located in the top right corner, and a scale bar is in the bottom right corner. The map is oriented with North at the top.

August 2011
City of St. Petersburg
Planning and Economic Development

EXHIBIT C

CLEAR CHANNEL
DIGITAL LOCATIONS

NUMBER	LOCATION	STRUCTURE	STATIC FACES	DIGITAL FACES
46	I275 AND GANDY	1	1	1
50	I275 N/O GANDY	1	1	1
55	I275 AND 13 AV N	1	1	1
57	I275 AND 22ND ST S	1	1	1
59	I275 AND 4TH AVE S	1	1	1
65	I175 AND 12TH ST S	1	1	1
Totals		6	6	6

August 2011

City of St. Petersburg

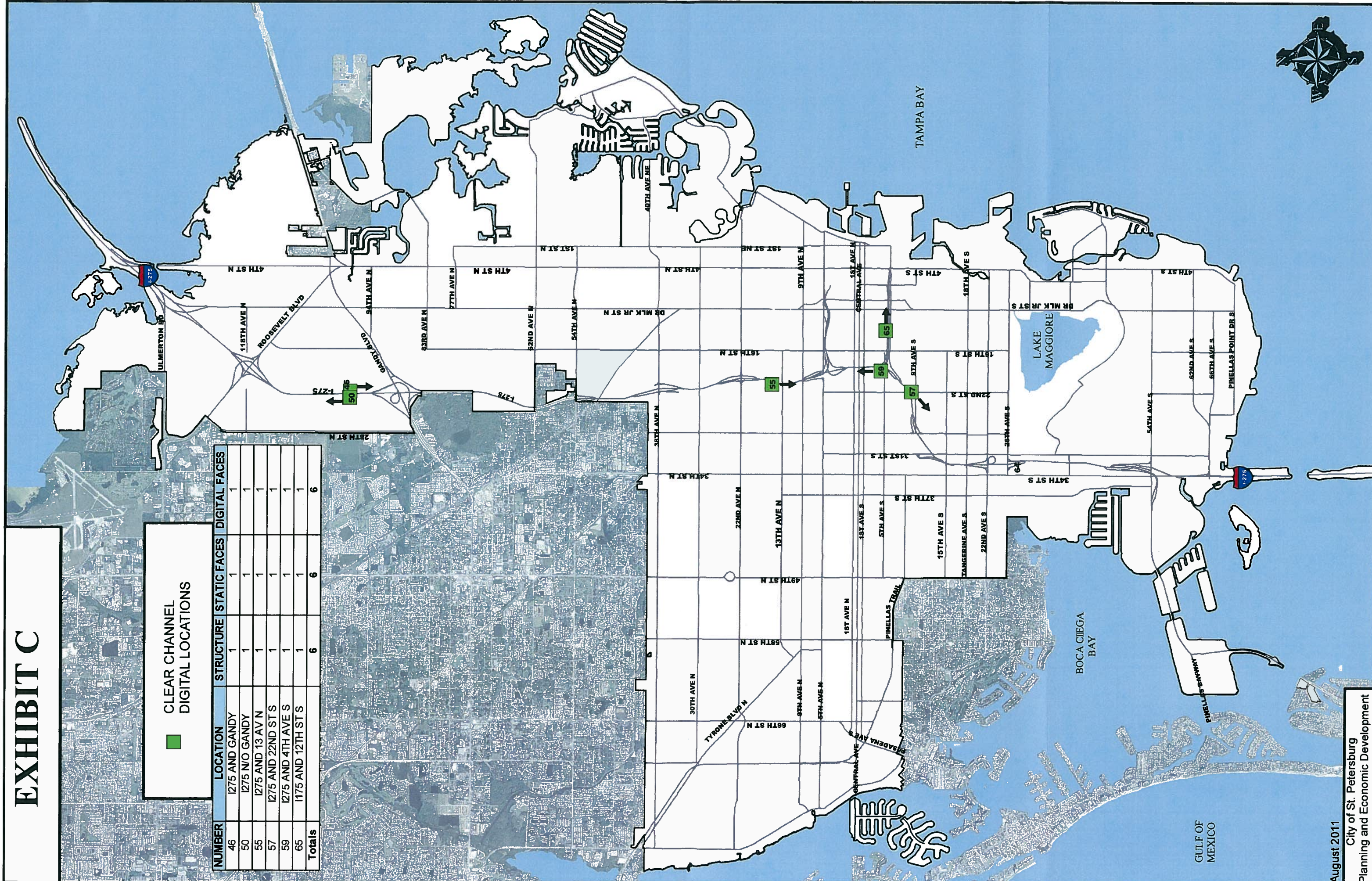
Planning and Economic Development

EXHIBIT C

NUMBER	LOCATION	STRUCTURE	STATIC FACES	DIGITAL FACES
46	I275 AND GANDY	1	1	1
50	I275 N/O GANDY	1	1	1
55	I275 AND 13 AV N	1	1	1
57	I275 AND 22ND ST S	1	1	1
59	I275 AND 4TH AVE S	1	1	1
65	I175 AND 12TH ST S	1	1	1
Totals		6	6	6

CLEAR CHANNEL DIGITAL LOCATIONS

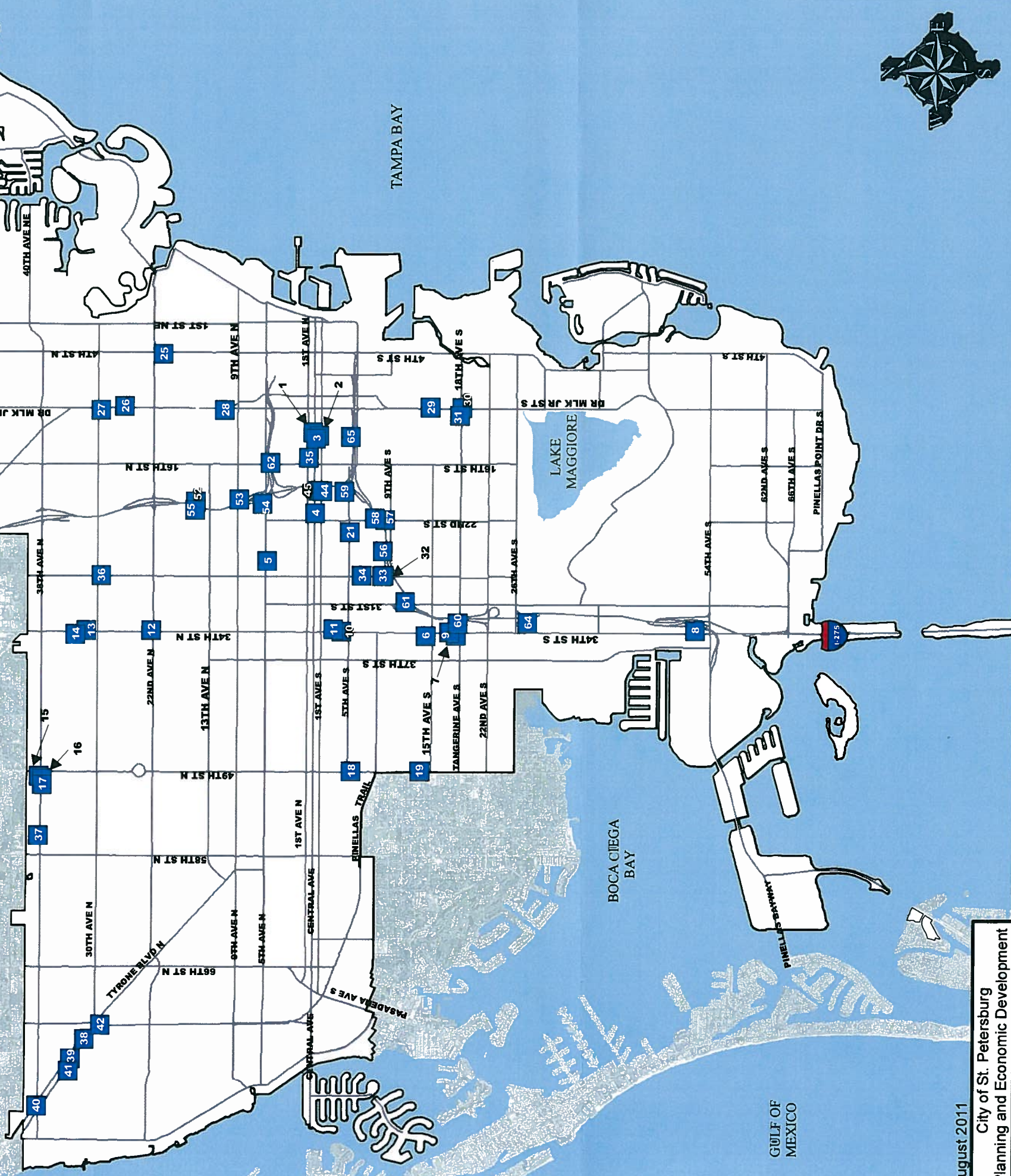
- [Green Square]



EXISTING CLEAR CHANNEL
BILLBOARD INVENTORY

CLEAR CHANNEL

NUMBER	LOCATION	STRUCTURES	FACES	OWNER	SIZE
1	CENTRAL AND 11TH ST	1	1	CC	12' x 25'
2	STAVES AND 12TH ST	1	2	CC	12' x 25'
3	CENTRAL AND 11TH ST	1	1	CC	12' x 25'
4	CENTRAL AND 11TH ST	1	1	CC	12' x 25'
5	5TH AVE AND 50TH ST N	1	4	CC	12' x 25'
6	5TH AVE AND 54 AVE S	1	2	CC	12' x 25'
7	84TH ST AND 18TH AVE S	1	4	CC	12' x 25'
8	1275 AND 54 AVE S	1	2	CC	10' x 30'
9	1275 AND 17TH AVE S	1	2	CC	12' x 25'
10	84TH ST AND 4TH AVE S	1	2	CC	14' x 48' & 12' x 25'
11	84TH ST AND 8RD AVE S	1	2	CC	12' x 25'
12	84TH ST AND 22ND AVE N	1	2	CC	14' x 48' & 12' x 25'
13	84TH ST AND 32 AVE N	1	3	CC	14' x 48' & 12' x 25'
14	84TH ST AND 38RD AVE N	1	1	CC	12' x 25'
15	84TH AVE AND 49TH ST N	1	2	CC	12' x 25'
16	84TH AVE AND 49TH ST N	1	1	CC	12' x 25'
17	84TH AVE AND 49TH ST N	1	1	CC	12' x 25'
18	49TH ST AND 13TH AVE S	1	2	CC	12' x 25'
19	5TH AVE S AND 38RD ST S	1	2	CC	12' x 25'
20	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
21	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
22	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
23	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
24	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
25	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
26	4TH ST AND 58RD AVE N	1	2	CC	12' x 25'
27	DR MLK JR AND 30TH AVE N	1	1	CC	14' x 48'
28	DR MLK JR AND 15TH AVE N	1	1	CC	12' x 25'
29	DR MLK JR AND 15TH AVE N	1	1	CC	12' x 25'
30	DR MLK JR AND 38TH AVE S	1	2	CC	12' x 25'
31	84TH AVE S AND 30TH ST	1	2	CC	12' x 25'
32	1275 AND 15TH AVE S	1	3	CC	14' x 48' & 12' x 25'
33	28TH ST AND 84TH AVE S	1	2	CC	12' x 25'
34	84TH AVE AND 49TH ST N	1	2	CC	12' x 25'
35	84TH AVE AND 49TH ST N	1	2	CC	12' x 25'
36	84TH AVE AND 49TH ST N	1	2	CC	12' x 25'
37	84TH AVE AND 49TH ST N	1	2	CC	12' x 25'
38	TYRONE AND 30TH AVE N	1	2	CC	12' x 25'
39	TYRONE AND 30TH AVE N	1	2	CC	12' x 25'
40	TYRONE AND 38RD AVE N	1	2	CC	12' x 25'
41	TYRONE AND 38RD AVE N	1	2	CC	12' x 25'
42	TYRONE MALL	1	2	CC	14' x 48'
43	1275 AND 15TH AVE S	1	2	CC	14' x 48'
44	15TH AVE S AND 19TH ST S	1	2	CC	12' x 25'
45	1275 AND GANDY	1	2	CC	14' x 48'
46	1275 AND GANDY	1	2	CC	14' x 48'
47	1275 AND GANDY	1	2	CC	14' x 48'
48	ROOSEVELT BLVD & 1275	1	1	CC	12' x 25'
49	ROOSEVELT BLVD & 1275	1	1	CC	12' x 25'
50	1275 AND GANDY	1	2	CC	14' x 48'
51	1275 AND GANDY	1	1	CC	14' x 48'
52	1275 AND 15TH AVE N	1	2	CC	10' x 48' & 14' x 48'
53	1275 AND 9TH AVE N	1	1	CC	12' x 25'
54	1275 AND 9TH AVE N	1	1	CC	14' x 48'
55	1275 AND 13 AV N	1	2	CC	14' x 48'
56	1275 AND 25TH ST S	1	2	CC	14' x 48'
57	1275 AND 25TH ST S	1	2	CC	14' x 48'
58	1275 AND 25TH ST S	1	2	CC	14' x 48'
59	1275 AND 4TH AVE S	1	2	CC	14' x 48'
60	1275 AND 4TH AVE S	1	2	CC	14' x 48'
61	1275 AND 35TH ST S	1	2	CC	10' x 96' & 20' x 48'
62	1275 AND 35TH ST S	1	2	CC	14' x 48'
63	1275 AND 35TH ST S	1	1	CC	14' x 48'
64	1275 AND 35TH ST S	1	2	CC	14' x 48'
65	1275 AND 35TH ST S	1	2	CC	14' x 48'
66	GANDY AND SAN PEDRO BLVD NE	1	2	CC	14' x 48'
Totals:					228

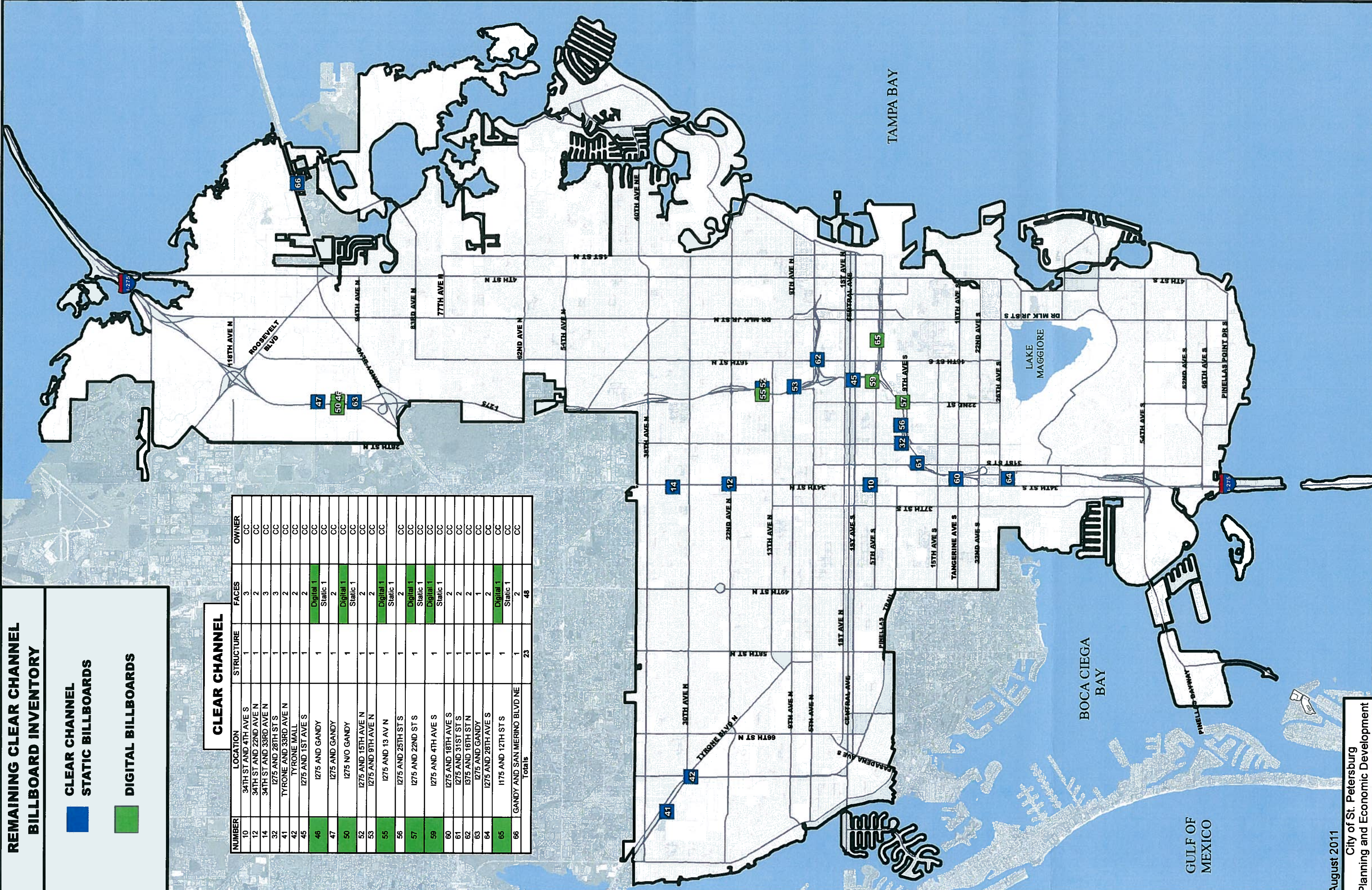


REMAINING CLEAR CHANNEL
BILLBOARD INVENTORY

- CLEAR CHANNEL
STATIC BILLBOARDS
- DIGITAL BILLBOARDS

CLEAR CHANNEL

NUMBER	LOCATION	STRUCTURE	FACES	OWNER
10	34TH ST AND 4TH AVE S	1	3	CC
12	34TH ST AND 22ND AVE N	1	2	CC
14	34TH ST AND 33RD AVE N	1	3	CC
32	1275 AND 28TH ST S	1	3	CC
41	TYRONE AND 33RD AVE N	1	2	CC
42	TYRONE MALL	1	2	CC
45	1275 AND 1ST AVE S	1	2	CC
46	1275 AND GANDY	1	Digital 1	CC
47	1275 AND GANDY	1	Static 1	CC
50	1275 W/O GANDY	1	Digital 1	CC
52	1275 AND 15TH AVE N	1	Static 1	CC
53	1275 AND 9TH AVE N	1	2	CC
55	1275 AND 13 AV N	1	Digital 1	CC
56	1275 AND 25TH ST S	1	Static 1	CC
57	1275 AND 22ND ST S	1	Digital 1	CC
59	1275 AND 4TH AVE S	1	Static 1	CC
60	1275 AND 18TH AVE S	1	2	CC
61	1275 AND 31ST ST S	1	2	CC
62	1375 AND 16TH ST N	1	2	CC
63	1275 AND GANDY	1	1	CC
64	1275 AND 28TH AVE S	1	2	CC
65	1175 AND 12TH ST S	1	Digital 1	CC
66	GANDY AND SAN MERINO BLVD NE	1	Static 1	CC
Totals		23	48	CC



Off Premise Signs On City Property

NUMBER	LOCATION	STRUCTURES	FACES	OWNER	SIZE	REMOVAL	PROPOSED DIGITAL
58	I275 AND 22ST S	1	2	CC	14' x 48'	YES	NO
59	I275 AND 4TH AVES	1	2	CC	14' x 48'	NO	YES
65	I175 AND 12TH ST S	1	2	CC	14' x 48'	NO	YES
Totals		3	6				

