

District #1 - Urban Core

Citizens Planning Advisory Committee

Meeting Location: Ed Ball Building – Training Room 110 – 214 N. Hogan St.

Chair: Doug Vanderlaan 923-5179 dougcpac@comcast.net

Vice Chair: Louvenia Tippins 355-8841

Mayor's Representative: Carolyn Shehee-Williams 630-1636 cshehe@coj.net

Neighborhood Coordinator: Marilyn Fenton-Harmer 255-8236 mfharmer@coj.net



Meeting Summary Monday, March 7, 2011

Members

Doug Vanderlaan, Chair
Catherine Morton, 12th Street Loyalty
Dan Cronrath, FreshMinistries
Celia Miller, Good Neighbor M.A.N.I.A.
Gloria DeVall, Preservation SOS
William Hamilton, St. Johns Lutheran Church
Robert Ian Owenby, Sustainable Springfield

Geraldine Walker, 12th Street Loyalty
Janice Love, Eastside Neighborhood
Michelle Hughes, FreshMinistries
Erica Trent, Pathways Charter High School
Pat LaMountain, Springfield Women's Club
Victoria Hamilton, St. Johns Lutheran Church

Excused – Greg Radlinski, Deloris Swain, Johnny Swain, James Jefferson

Guests

Tracey Arpen
Brandi Johnson, NJCDC
Michelle Tappouni, SAMBA
Levoyus Partlow, M.A.N.I.A.
Maria Hendrix, UNF
Greg Bruce, The Hester Group
Felicia Boyd, FMB
Jim Catlett, IGS

Karl Sanders
Christina Parrish, SAMBA
Andrea I. Hart, Virtuous Excellence
Ricky Anderson, Eastside
Michael Smith, UNF
Madelene Skinner, The Hester Group
Juanita Clem
Evie Welch

Staff/Resource

Carolyn Shehee-Williams, Mayor's Liaison
Kristina Nelson, OGC
Grazyna Pawlowicz, DOH
Emery Nauden, Planning
Nelson Beard, Municipal Code

JSO Zone 1 Sgt. Yul
Gale Tucker-Disney, DOH
Jim Green, FDOT
Shorty Robbins, DRCS
Marilyn Fenton-Harmer, HAND

Call to Order

Chairman Vanderlaan called the meeting to order at 5 p.m. in Training Room 110 of the Ed Ball Building, 214 N. Hogan Street and welcomed everyone.

Approval of the Minutes

Member LaMountain made a Motion to accept the minutes from the February 7, 2011 meeting. A second was made by Member Rev. Hamilton. The Vote: All in favor; None opposed.

Chair Vanderlaan thanked Membership Pat LaMountain on her outstanding membership drive. He then welcomed the new members and asked them to talk about their organization:

- *Sustainable Springfield – Robert Ian Owenby stated that Sustainable Springfield is a Non-Profit for the community gardens. There is one on Laura Street and Ionia Street. They reach out to citizens for the community garden.*
- *St. Johns Lutheran Church – Rev. William Hamilton and Rev. Victoria Hamilton stated that St. Johns is the oldest Church in Jacksonville and the second oldest in Florida starting on Ashley Street. They moved to Springfield in 1926. The Hamilton's have been there for 11-years to help restart it and get it moving again for the neighborhood.*

Jacksonville Sheriff's Office (JSO) Zone 1 Sgt. Yul reported on the following:

- There has been a rash of burglaries to autos with it being a smash and grab. 25% of the people left their car doors unlocked.
- Near the Omni Hotel they have witnessed some men checking all car doors and if they didn't find any open they would leave it alone.
- Please be sure not to leave anything valuable in your car like cell phones, GPS devices, laptops or pocket books.
- There did arrest one person last week that cleared 5 cases when they caught him with the GPS devices and credit cards on him.

For information call the JSO Zone 1 Sub Station at 924-5361 or JSOzone1@jaxsheriff.org

Guest Speakers

- **Digital Sign Ordinance 2010-0900** – Tracey Arpen presented the attached PowerPoint Presentation on this Ordinance. Bill Brinton gave members a handout on Billboards in the Digital Age – Unsafe (and unsightly) at any Speed by Scenic America Issue Alert 2 – Electronic Signs. Attorney Karl Sanders representing Clear Channel Outdoor spoke on the opposite side of the presentation. Chair Vanderlaan read the attached Resolution that the SW CPAC had adopted. *A Motion was made by Member Cronrath to discuss the Digital Sign Ordinance 2010-0900 and a second by Member DeVall.* Discussion: Members did not think that it was appropriate to have the name of Clear Channel in the resolution - focusing on one company and also stating that it would hurt small business should not be in the resolution. *The Vote: All in favor of the discussion; None opposed. Member Miller made a Motion to support the Digital Sign Ordinance as read by Chair Vanderlaan. A second was made by Member LaMountain.* Members discussed the resolution, safety and timing. *The Vote: All in Favor; None opposed. The Motion carries unanimously. Chair Vanderlaan thanked all the guest speakers for attending.*
- **Project New Ground (PNG) Panel and Update** – Chair Vanderlaan gave some background information on Project New Ground for our new members. There are four sites: 5th and Cleveland in the Urban Core and the other three: Forest Street, Lonnie Miller Park and the Brown's Dump Site in the Northwest Planning District –NW CPAC #5. Currently PNG is doing remediation on parcels that have been identified as contaminated. The Environmental Subcommittee had a meeting with PNG and Diane Kerr from the NW CPAC/Forest Street Site. They had discussed in length if there was a need to have a mediator in place if there were lots of homeowners that were not satisfied with the way their remediation was being handled. Since the Forest Street site has seen much of the work Ms. Kerr had only mentioned a few problems that were being worked on. Chair Vanderlaan stated that at this time he did not think mediators were needed. In the 5th and Cleveland site an area in Springfield – OU2 – has not started yet. There were concerns in Durkeeville with poor performance and follow through. Residents want to see their property in better condition after remediation. There approximately 7 to 8 properties in Durkeeville that still have concerns with fencing, driveways and flooding. They would like to know who to complain to.

Chair Vanderlaan thanked the Project New Ground Panel for coming and being patient. From Project New Ground was: Greg Bruce, Consultant from the Hester Group along with Madelene Skinner, City Attorney Kristina Nelson, Juanita Clem from England-Thims and Miller, Felicia Boyd, FMB and from the Department of Health Gale Tucker-Disney and Grazyna Pawlowicz. Greg Bruce thanked the CPAC for allowing them to come and speak. They are willing to come to neighborhood meetings and are available at the Outreach Center at 1605 Myrtle Ave. They have done 350 properties. After remediation each homeowner is requested to do a survey on the contractors performance. On average they come back good. Members would like to know what the comments say on the PNG surveys. Members would like for PNG to come back at a future meeting with a bar chart on the ratings and comments. Members would like to know first if there is a problem, who do the residents go to if there is one and how do the

problems get resolved. The experts and maps were available for members to review and ask specific questions at the tables around the room. It was stated that the residents were not informed of the litigation on the class action suit that was settled. Attorney Nelson stated that Project New Ground is under the remediation plan and there is no bearing with the class action suit. Mr. Bruce stated that they are in the process of correcting some concerns but it is a slow process. He also said that one problem is too many and communication needs to be worked on. Member Miller will give the names and addresses to PNG/Greg Bruce to report back at the next monthly meeting of the Urban Core CPAC.

Project New Ground can be reached at 630-CITY (2489) or the Outreach Center at 357-8077

Staff Reports:

Mayor's Representative – Carolyn Shehee-Williams had no report. She can be reached at 630-1994 or CSHEHEE@coj.net

Florida Department of Transportation (FDOT) – Jim Green reported on the following:

- *There are no new items but is following up on past ones:*
- *The Hart Bridge lights are back on and the painting is still under way.*
- *The rehab on Newnan and Hubbard Street over Hogan's Creek Master Plan states it is to be closed to cars and the bridge would be for pedestrians. In talks with the Recreation Department the improvements are not funded for a few years but they are talking so they can both save money.*
- *The discussion on Main Street becoming a 2-way roadway was presented to the Department. FDOT has not done a study on this and would have to have the City of Jacksonville request it.*

Member LaMountain made a Motion to ask the City to request that Main Street from Union Street to State Street become a 2-way road. Member DeVall made the second. Discussion: Members would like to see Main Street become accessible. The Vote: All in Favor; None opposed. The Motion carries unanimously.

Jim Green can be reached at 360-5684 or Green.James@dot.state.fl.us

Planning and Development – Emery Nauden reported on the following:

- There will be an Administrative Deviation request for a fence violation. The fence has been in place since 1988. It is 5-feet high and the deviation is from 4-feet high.

Emery Nauden can be reached at 255-7825 or enauden@coj.net

Municipal Code Compliance – Zone 1 Supervisor Nelson Beard reported on the following:

- The Urban Core has 1650 active cases.
- They have done a systematic inspection in the Phoenix and Moncrief area.

New members asked what a systematic inspection was. This is where 5 or 6 officers all go block by block in a neighborhood that has had a lot of calls for service. Supervisor Beard can be reached at 255-7041. Property Safety can be reached at 255-7000 or psafety@coj.net

Recreation and Community Services – Shorty Robbins reported on the following:

- Registration for Spring Break started today at the Centers. It will probably be the last free one that is offered. This program fills up fast.
- **Arts on the Go** will be from 6-8 p.m. Friday, **March 18** at the Balis Center, 1513 LaSalle St. Fun art projects the whole family can enjoy.
- The **Great Outdoor Adventure's** 3rd Annual Great Jacksonville Campout - Saturday, **March 26**-Sunday, March 27. Check-in begins 3 p.m. Saturday at Losco Regional Park. The Event concludes 9 a.m. Sunday. Experience camping with the family with at least one child under the age of 12-years old. Tents are available for rental and the Star Gazers will be there as well.
- They were hoping to get funding and or a sponsor for the Annual *JaxParks ... Get Out There!* Festival at Hanna Park on Saturday, April 2 that Marilyn had in her report.

Shorty Robbins can be reached at 255-7915 or shortyr@coj.net

Duval County Public Schools (DCPS) – quarterly – Member DeVall asked the CPAC to look at the Urban Core challenged schools. Next month we have asked DCPS to be a guest speaker. Chair Vanderlaan asked members to spend some time preparing for this discussion. They also asked who would be coming. School Board Member Wright has tentatively agreed to attend.

HAND – Community Development – There were some last minute events happening at the Library that Marilyn deferred to Ms. Shehee-Williams:

- There will be a Genealogy Workshop this Saturday for \$20 at the Main Library.
- The Library now has a new database for language learning which one can do on line if you have an active library card. It is self paced.
- The Library also has a new E-newsletter with a wealth of information.

Neighborhood Coordinator Marilyn Fenton-Harmer reported on the following:

- Thank you to Chair Vanderlaan and Members Miller and Swains for attending the Candidate Forums. They were well done with questions from the Urban Core CPAC but lacked a large audience.

Please Remember to Vote March 22, 2011 – Early Voting Begins March 7 to 20, 2011

The **Mayor's Budget Meetings**:

- Thursday, **March 10**, 2011 – 6 to 8:30 p.m. at Crown Point Elementary School, 3800 Crown Point Road
- Wednesday, **March 23**, 2011 – 6 to 8:30 p.m. at Jacksonville Beach Community Center, 2508 S Beach Parkway
- Saturday, **April 9**, 2011 – 9 to 11:30 a.m. at Clanzel T. Brown Community Center, 4545 Moncrief Road
- Saturday, **April 16**, 2011 – 9 to 11:30 a.m. at Cecil Recreation Complex, 13611 Normandy Blvd.

Please go to www.myjaxbudget.com or call (904) 630-CITY (2489) to request a seat at an upcoming budget workshop. Pre-registration is required as seats are limited and important workshop information will be disseminated to registrants in advance.

Housing and Neighborhoods Department:

- **Stay Home Program** - If someone you know is worried about losing their home, call 255-8200 or 630-2489 and ask to register for a free foreclosure prevention program. To learn more, please visit <http://www.coj.net/Departments/Housing+and+Neighborhoods/Stay+Home/Tools/default.htm>.
- **Neighborhood Stabilization Program**- redevelops abandoned and foreclosed properties and increases the availability of affordable housing for low, moderate and middle income households. For information call 255-8200 or 398-HOME or website www.nspjax.com
- The Northwest Jacksonville Economic Development Fund (**NWJEDF**) has public funds used to provide capital for project development. The prospective applicant must be a business located within the Northwest Jacksonville area or a business that is expanding its operations into this targeted area.

Project New Ground is eager to answer your questions. Contact the City of Jacksonville: 630-CITY or the Outreach Center at 357-8077.

Jacksonville Journey: The next Journey meeting will be Thursday, **March 17**, 2011 at 4:00 p.m. at the Ed Ball Building, 8th floor, Conference Room 851. Contact: Michelle Innes at 630-1273

Recreation and Community Services – Parks

- Deutch Bank Presents **Arts on the Go** 6-8 p.m. Friday, **March 18** at the Balis Center, 1513 LaSalle St. Fun art projects the whole family can enjoy.
- **Great Outdoor Adventure's** 3rd Annual Great Jacksonville Campout - Saturday, **March 26**-Sunday, March 27. Check-in begins 3 p.m. Saturday. Event concludes 9 a.m. Sunday. Experience camping with the family. Learn camping skills, play games, enjoy S'mores and sing around the campfire.
- **Spring Break Camp** - Monday, **March 28-Friday, April 1** - This camp for ages 6-12 is offered during Duval County Public Schools' spring break week. See detailed information at www.jaxparks.com

Seniors

- Mayor John Peyton's M.O.B. Meeting Tuesday, **March 8** ~ 10:30 a.m. at Metropolitan Park. M.O.B. members celebrate Mayor John Peyton at his final meeting for seniors. Lunch and cupcakes will be served. For reservations events@coj.net
- Mayor's Walk for Senior Wellness Saturday, **March 26** ~ 9 a.m. at Metropolitan Park. Mayor John Peyton invites all seniors to walk for wellness! This is a 1.5-2 mile walk around Metropolitan Park. After the walk, stay for lunch, door prizes and more!
- Mayor's Fish-A-Thon, Wednesday, **March 30**, 2011 at Hanna Park starting at 10 a.m. Seniors can enjoy a fishing tournament, games and a delicious fried fish lunch. For reservations and info call 630-3690 or events@coj.net

Downtown Vision, Inc. presents the fourth installment of **JaxParks Movies in the Park at Treaty Oak**. Bring your picnic blankets and camp chairs to 1123 Prudential Drive on Downtown's beautiful Southbank for these feature films: Friday, April 8, *Cars* (rated G) ~Friday, April 15, *The Neverending Story* (rated PG) ~ Friday, April 29, *Willy Wonka and the Chocolate Factory* (rated G) ~ Friday, May 6, *The Wizard of Oz* (rated G). Please note there will not be a movie on Friday, April 22 due to the holiday weekend. Movies begin at dusk (approximately 8 p.m.) Well-behaved pets are welcome, alcoholic beverages are not allowed. Free parking is available next to the park in the Suddath garage, located on Flagler Street. For more information visit downtownjacksonville.org.

Riverside Arts Market – Every Saturday from 10 a.m. - 4 p.m. - Under the Fuller Warren Bridge, Downtown Jacksonville. <http://www.riversideartsmarket.com/> **Riverside Avondale is named one of Ten Great Neighborhoods in America by** the American Planning Association (APA) as one of the country's 10 Great Neighborhoods under the APA's Great Places in America program. NW Coordinator announced that there are new floating docks outside the Market on the Northbank Riverwalk

Upcoming Meetings/Programs/Events

- JCCI would like to request your ideas/suggestions for topics to study by Friday, **March 25**, 2011. For more information go to www.jcci.org
- Events: Mayor's Environmental Luncheon, "Take Me To The River" Friday, **March 25** ~ 11 a.m. Vendor Fair; Noon Luncheon at Jacksonville Public Library – Main Branch, 303 N. Laura St. The 20th annual Mayor's Environmental Luncheon will honor companies, groups and individuals who have made positive impacts on Northeast Florida's environment. This year's theme is "Take Me to the River" with emphasis on local river access. reservations and info call 630-3690 or events@coj.net
- **Free Homeowner** (Deeds and Covenants) Leadership Conference **Training**, Saturday, **March 26**, 2011 at the Jacksonville Marriott, 4670 Salisbury Rd., 32256 from 8:30 a.m. to 12:30 p.m. To register call 407-875-0955 or e-mail Lindsay Coover at lcoover@becker-poliakoff.com
- **Free Condo** Training will be offered from Becker & Poliakoff Attorneys on Thursday, **April 7**, 2011 from 6 p.m. to 9 p.m. at the Ed Ball Building, 214 North Hogan St., Training room 110 – lobby level, [32202] Call 255-8236 to register.
- **Free Training** – Running Effective Meetings – Roberts Rules of Order – Thursday, **May 26**, 2011 at 6 p.m. at the Ed Ball Building, Training Room 110, 214 N. Hogan St. [32202] Please call 255-836 to register.

Phone Numbers

- City Link **630-CITY** (630-2489) Please provide the exact address and obtain a tracking number to follow up.
- City Council meetings are on the 2nd and 4th Tuesday of each month at 5 p.m. City Council Chambers, 117 W. Duval St. 32202. For information call 630-1377.
- Duval County School Board meetings are on the 1st Tuesday of each month at 6 p.m., First Floor Board Room, 1701 Prudential Dr., 32207. For information call 390-2000 or Duval County Public Schools www.duvalschools.org
- Jacksonville Public Library - 303 N. Laura St * Jacksonville, FL 32202 – 630-2665 or www.jaxpubliclibrary.org
- JSO - Police Non-Emergency 630-0500.
- First Coast Crime Stoppers – 1-866-845-TIPS (8477) to report a crime anonymously
- JEA – 665-6000 – If a street light is out please get the number on the pole to report it
- Duval Extension Office – 387-8850 or 1010 N. McDuff Ave. www.coj.net (Search: Extension Office)
- JOBS - WorkSource Career Center at Gateway, 5000 Norwood Ave., Suite 2 open M-F, 8 a.m. – 5 p.m. or 924-1710 or www.employflorida.com

2011 Urban Core CPAC Meeting Dates

Meetings begin at 5 p.m. in the Ed Ball Building Training Room 110, 214 N. Hogan St., 32202

Monday, April 4, 2011	Monday, May 2, 2011	Monday, June 6, 2011
July – No Meeting	Monday, August 1, 2011	Monday, August 29, 2011
Monday, October 3, 2011	Monday, November 7, 2011	December – No Meeting

Candidate Forums – Thanks to Chair Vanderlaan and the Members that attended. They did ask some of the questions that the Urban Core had submitted. The format for the forum went smoothly but the attendance from members was poor. Marilyn Fenton-Harmer can be reached at 255-8236 or Mfharmer@coj.net

Chair's Report

Chair Vanderlaan asked members to check out Marilyn's report for the dates for the Mayor's Budget meetings and attend one. The Mayor will present the budget to the City Council on May 1st. Members spoke about the importance of attending these meetings especially in light of last year's budget. Libraries may well be on the cutting block once again. The Mayor and City Council need to know what residents want to see happen. What happened at the Murray Hill Library when they were going to close this branch organized the residents into Not-for-Profit Friends of the Library. The Urban Core has the Eastside, Brentwood and Dallas Graham branches as well as the Main Library.

Chair Vanderlaan brought up the **Jacksonville Agricultural Fair**. *A Motion was made by Member Love and second by Member Hamilton to oppose the movement of the Jacksonville Agricultural Fair to Cecil Field and to leave it at the current location. Discussion: Chair Vanderlaan wanted to state that Member Radlinski was for moving the Fair if the monies were available and since it was an Agricultural Fair it would be in an Agricultural setting. Other Members stated that this would be a tragic mistake to move it. In its current location it is accessible to the entire city. The City does not need to spend money on moving it. The Vote: All in favor; none opposed. The Motion carries unanimously.*

Subcommittee Reports

- **Environment** – no report
- **Membership** – Chair LaMountain asked members if they knew of any organizations that needed to be invited to join to please let her know their name and number. It was also stated that current members that were not in attendance may need a reminder call to be sure to attend the meeting. SAMBA – Christina Parrish turned in her CPAC application and by next month should be a member.
- **Transportation** – no report

Announcements

- Please don't forget to vote. Early voting started today from 10 a.m. to 6 p.m. and Election Day is March 22, 2011. This is an important election. Check out the candidates.

Public Comments - none

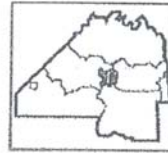
Adjournment

The meeting was adjourned at 6:46 p.m.

The next Urban Core CPAC meeting is on Monday, **April 4, 2011**
at 5 p.m. in Training Room 110 of the Ed Ball Building, 214 N. Hogan Street

Submitted by:
Marilyn Fenton-Harmer
Neighborhood Coordinator
255-8236
Mfharmer@coj.net

**Urban Core District 1
Citizens Planning Advisory Committee
Doug Vanderlaan, Chair
Louvenia Tippins, Vice Chair**



2011
Doug Vanderlaan, Chair
Louvenia Tippins, Vice Chair

2010
Doug Vanderlaan, Chair
Rex Williams, Vice Chair

2009
Rex Williams, Chair
Louvenia Tippins, Vice Chair

2008
Rex Williams, Chair
Louvenia Tippins, Vice Chair

2007
Janetta Norman, Chair
Eugene M. Johnson, Vice Chair

2006
Janetta Norman, Chair
Eugene M. Johnson, Vice Chair

2005
Janetta Norman, Chair
Eugene M. Johnson, Vice Chair

2004
Janetta Norman, Chair
Michael Bryant, Vice Chair

2003
Janetta Norman, Chair
Michael Bryant, Vice Chair

2002
Janetta Norman, Chair
Michael Bryant, Vice Chair

2001
Janetta Norman, Chair
Donna Rash-Sawyer, Vice Chair

2000
Janetta Norman, Chair
Donna Rash-Sawyer, Vice Chair

1999
Janetta Norman, Chair
Bill Stewart, Vice Chair

1998
Phil Neary, Chair
Janetta Norman, Vice Chair

1997
Michael Bryant, Chair
Raymond Parnell, Vice Chair

1996
Michael Bryant, Chair
Raymond Parnell, Vice Chair

1995
Duana Dumbleton, Chair
Janetta Norman, Vice Chair

1994
Jim Citrano, Chair
Duana Dumbleton, Vice Chair

1993
Charter Member
Jean Russell, Chairperson

URBAN CORE CITIZENS PLANNING ADVISORY COMMITTEE (UC CPAC)
City of Jacksonville ~ Housing and Neighborhoods Department
214 N. Hogan St., 8th floor ~ Jacksonville, FL 32202
(904) 923-6179 ~ dougcpac@comcast.net

March 15, 2011

Honorable John Crescimbeni
Chair of the Land Use and Zoning Subcommittee
City Hall at St. James
117 W. Duval St.
Jacksonville, FL 2202

Re: Ordinance 2010-900

Dear Council Member Crescimbeni,

On March 7, 2011 the Urban Core CPAC made a unanimous Motion to:

- Oppose Ordinance 2010-900
- Supports the Planning Commission's two amendments to Ordinance Number 2010-900 that (1) prohibit scrolling signs, and (2) establish the hold time for a changing message board as 3 minutes rather than 8 seconds
- Supports an amendment to Ordinance Number 2010-900 that would prohibit digital billboard faces
- Urges Mayor Peyton to veto Ordinance 2010-900 should these amendments not be incorporated into the final version of Ordinance Number 2010-900 by the City Council.

The Urban Core CPAC appreciates your request for our input on this important issue.

Sincerely,

Douglas Vanderlaan
Chair

cc: Mayor John Peyton
Jacksonville City Council Members
Housing and Neighborhoods Director Wight Greger
Planning Commission
Planning Department: John Crofts, Deputy Director
Sandy Simmons, Planning Commission
City Council Legislative Services:
Chief Dana Farris
Cheryl Brown, Director/Council Secretary

RESOLUTION

WHEREAS, Ordinance 2010-900 would allow electronic changing message signs in Jacksonville to change every eight seconds (10,800 times per day) or to scroll continuously, and

WHEREAS, Ordinance 2010-900 reverses the interpretation of the City's Building Inspection Division and Planning Department that such signs may legally change only once every three minutes, and

WHEREAS, Ordinance 2010-900 will also apply to digital billboards, if erected in the City, and

WHEREAS, Clear Channel Outdoor seeks to erect more than a dozen digital billboard faces (i.e., 672 square foot and 300 square foot TV-like screens) at nine locations around the City, with more to come in future years at unknown locations, and

WHEREAS, Ordinance 2010-900 could result in flashing, scrolling on-premise signs at tens of thousands of locations in Jacksonville, and

WHEREAS, Ordinance 2010-900 does nothing to regulate the brightness or spacing of electronic message signs or their proximity to signalized intersections, and

WHEREAS, Ordinance 2010-900 creates traffic safety problems as drivers' attention is diverted from the highway, and

WHEREAS, Ordinance 2010-900 will hurt the many small businesses which, unlike large businesses and national retail chains, cannot afford this more expensive sign technology, and

WHEREAS, Ordinance 2010-900 is out of step with many other cities around the state and nation that only allow electronic changing message signs to change once an hour or once a day, if they are allowed at all, and

WHEREAS, Ordinance 2010-900 will irrevocably damage the City's scenic landscape through the proliferation of rapidly changing electronic signs, and

WHEREAS, Ordinance 2010-900 is a giant step backward in the City's 25-year effort to improve our scenic environment by reducing visual pollution, and

WHEREAS, the Jacksonville Planning Commission has held public hearings and meetings in January and February 2011, heard from a wide range of speakers, and considered written material submitted in connection with the proposed Ordinance 2010-900, and

WHEREAS, the Jacksonville Planning Commission has recommended approval of Ord. No. 2010-900, only as amended so that: 1) Scrolling signs be prohibited and 2) the hold time for a changing message board be 3 minutes instead of 8 seconds,

WHEREAS, there are no digital (internally illuminated/light emitting diode) billboard faces/displays in Jacksonville, and the City of Jacksonville has the authority to prohibit such display faces for reasons of traffic safety, or aesthetics, or both;

Now therefore, BE IT RESOLVED that on March 7, 2011, the Urban Core Citizens Planning Advisory Committee voted and hereby:

1. Supports the Planning Commission's two amendments to Ordinance Number 2010-900 that (1) prohibit scrolling signs, and (2) establish the hold time for a changing message board as 3 minutes rather than 8 seconds,
2. Supports an amendment to Ordinance Number 2010-900 that would prohibit digital billboard faces, and
3. Urges Mayor Peyton to veto Ordinance 2010-900 should these amendments not be incorporated into the final version of Ordinance Number 2010-900 by the City Council.

Dated this 7th day of March, 2011

By: 
Douglas Vanderlaan, Chair
Urban Core Citizens Planning Advisory Committee

Presented to the CPAC by Tracey Arpen

Ordinance 2010-900

What It Does

- Allows electronic message signs to change once every 8 seconds
- 10,800 times per day, per sign
- Allows signs to scroll continuously
- Would apply to digital billboards Clear Channel is planning to erect

How We Got Here

- 1987 Sign Ordinance
 - outlawed portable signs
 - prohibited flashing signs
 - prohibited animated signs
- But... "animated sign" does not include "changing message sign"

The Missing "Not"

*"Changing message device means any device ... across the face of which a verbal message moves or appears to move, or which contains a verbal message which otherwise changes electrically or mechanically **[not]** more than once in any three minutes."*

Result?

- Sign that changes every four seconds, or even every second
= *Legal*
- Sign that changes every four minutes
= *Illegal*

June 18, 2010 Sign Bulletin

- Issued by City Building Inspection Division and Planning and Development Dept.
- Clarified that electronic signs cannot change more than once every three minutes
- Followed by July 18, 2010 T-U story
 - Sign company GM quoted saying sign companies already advise sign buyers of 3-minute rule

Ordinance 2010-767

- Introduced 10/28/2010
- Would have clarified and confirmed 3-minute interpretation
- Part of bill making changes to real estate sign rules
- Heavy lobbying by Clear Channel
- Removed from bill for separate consideration later

Planning Dept Report on 2010-767

- Recommended approval
- "Consistent with previous interpretations"
- "Studies conducted by the Federal Highway Administration suggest that changing message devices with a high frequency of change leads to driver distraction and a significant increase in the number of accidents."

PDD Report on 2010-767 (cont.)

- "The proliferation of these types of signs increases the level of distraction for drivers..."
- "These commercially oriented signs are located on the most heavily traveled commercial roadway segments with numerous driveway cuts and other visual distractions which further detract from driver safety."

The Other Shoe Drops...

- One week later – Clear Channel applications to erect 14 digital sign faces on 8 structures
- More digital billboards to come
- Permits approved against advice of 3 attorneys that digital billboards violated settlement agreement

Digital Billboards

- 672 square foot TV screen
- Uses 23x energy of regular lighted billboards



Intended to Distract Drivers



On-premise Digital Signs

- Allowed in almost all commercial zoning districts and all industrial zoning districts
- Allowed by sign waiver for institutional uses in residential zoning districts
- Approx. 26,000 sign permits in those districts
- Minimal spacing between on-site signs in some areas

On-site and off-site mixed



Are Electronic Signs Especially Distracting ?

- "Nothing's as eye-catching as an electronic LED display. The brightly-lit text and graphics can be seen from hundreds of feet away, **drawing the attention of everyone within view.**"
- Source: Voiceover narration of Trans-Lux promotional video (www.impactmovie.com/trans-lux)

The Two-Second Rule

An analysis of the *100-Car Naturalistic Driving Study*, conducted by the National Highway Traffic Safety Administration, released in 2006, *showed that taking one's eyes off the road for more than two seconds for any reason not directly related to driving (such as checking the rearview mirror) "significantly increased individual near-crash/crash risk."*

Studies and Common Sense

"It is a given that a billboard can constitute a traffic hazard. It flows that EMCs, which provide more visual stimuli than traditional signs, logically will be more distracting and more hazardous.... Indeed, plaintiff's own witness stated that bypassers focus more on rapidly blinking electronic signs than static signs."

Naser Jewelers, Inc. v. City of Concord, First Circuit Court of Appeals (2008)

Is 3 minutes really reasonable?

- Beaches cities: once a day
- St. Johns County: once every 2 two hours
- Electronic message signs replace manually changeable signs (typically changed NMT once a day)
- Once every 3 minutes still allows
 - 20 message changes an hour
 - 480 message changes a day

2010-900 Opposed By:

- Greater Arlington/Beaches CPAC
- Southwest CPAC
- Southeast CPAC
- Keep Jacksonville Beautiful Commission
- Greater Arlington Civic Council
- San Marco Preservation Society
- Mandarin Community Club
- Murray Hill Preservation Association
- City Beautiful Coalition (JaxPride)
- Sierra Club

Planning Commission Recommendation

- Changes once every 3 minutes, not once every 8 seconds
- No scrolling allowed

Recommended Action

- Support Planning Commission recommendation
 - 3 minutes, not 8 seconds
 - No scrolling signs
- Urge City Council to prohibit internally illuminated/digital billboards
- Urge Mayor Peyton to veto the bill if it doesn't include these changes