Greater Arlington / Beaches ~ Citizens Planning Advisory Committee

Regency Square Mall – Community Room ~ 9501 Arlington Expressway 6:30 p.m. Monday, April 14, 2008

Meeting Summary

Members and Alternates

Michael Anania	Kacy Evans	Helen Ludwig
James Blache	Anne Hancock	Dewey Marshall
Albert Cherry	Lad Hawkins	Jay Olchak
Maria Condaxis	Sandra Hibbard	Eddi Parsons
Gene Crabtree	Johnny Holden	H. Roger Sharp
Michele Davis	Carroll Huffines	Roberta Thomas
David Evans	Marcella Lowe	Ben Tucker

Members Excused

Larry Belge Tom Shouvlin Kelly Boree

Guests

Bill Briton Lake Ray
Bobby Cherry Mario Rubio
John Crescimbeni Chester Spellman

John Fox Councilman Clay Yarborough

Staff/Resources

Dr. James Chansler, JEA Denise Ostertag, Adult Services

Lt. R. J. Amy, JSO Zone 2 Ed Lukavovic, Planning and Development

Jim Green, FDOT Bruce Chauncey, Municipal Code

Tamera Branam, Pablo Creek Library

Marilyn Fenton-Harmer, Community Development

Call to Order

Helen Ludwig called the meeting to order at 6:32 p.m., established that a quorum was present and followed with the Pledge of Allegiance.

Invocation: Councilman Clay Yarborough

Approval of the Minutes

Motion to approve the March 10, 2008 meeting summary was properly seconded and approved by the group with the correction that Roberta Thomas was present at the meeting (her name was listed twice).

Speakers

Dr. James M. Chansler, P. E. JEA, Chief Operating Officer presented a PowerPoint on JEA services and the future of JEA. They had started to build a coal fire plant in Tallahassee but that was stopped since Florida will not allow any more coal fire plants to be built in the state. Coal is the cheapest way to operate in providing electricity. Nuclear is in the future but it's very expensive to build the plants. With solar energy you can't have enough panels to supply the power needed and with the wind the same thing. JEA serves four counties and is the 8th largest utility with 305, 000 customers. JEA also has the lowest cost in Florida: water is just below the average at 7000 gallons at \$50 and the average monthly household in Duval County pays \$131.50. They will also be focusing on the River Accord. Water utilization continues to go up and there is a great need to reduce water consumption. "Think Two" for watering days is the new ad campaign. He also talked about reclaimed water which is sewage that is used for irrigation. Members had questions on the JEA Franchise fee, the cost of decommissioning nuclear plants, global warming and emissions into the St. Johns River.

Denise Ostertag, Recreation and Community Services Department, gave a presentation and a handout on the Adult Services Division and what they offer:

- There are three Senior Centers in the Greater Arlington/Beaches Planning District: Arlington, Beaches and Jim Fortuna Center near McCormick. All of the centers just started a walking program in conjunction with the Department of Health. The centers focus on the body, mind and spirit. They do have a nutritious hot meal available for those 60 years and over along with transportation to the centers.
- Foster Grandparent Program is for seniors 60 years and over to work 20 hours a week with at risk children for a small tax-free stipend that meet income guidelines. Openings are available now. For information call 630-5450.
- Retired Senior Volunteer Program (RSVP) You don't have to be retired but it is for people over 55 years of age to volunteer. Some of the programs available are:
 - o Tale Tellers reading to Pre-K and Kindergarten children
 - o SWAT (Senior Workers Available Today) to volunteer on a one time basis
 - Crafters Needed for Community Service Projects (CSPG) i.e. cards for servicemen and women
- Independent Living Program to help caregivers with homebound frail elderly citizens give them some relief. For more information call 630-0966
- They are working on a survey for their current customers and future customers. It will be piloted at the Senior Expo at the Prime Osborn Convention Center.
- There will be a Senior Expo at Gateway Mall April 11 from 1 4 p.m.

Denise Ostertag can be reached at 630-4908 or ostertag@coj.net

Chairperson Ludwig asked members to please ask questions and not make statements so that the meeting would stay on time. She then asked if any elected officials were present or anyone running for office: The following introduced themselves: Mario Rubio running for House 17 and Lake Ray running for House 17. Chairperson Ludwig also welcomed back Member Johnny Holden.

Subcommittee Reports

PARKS & RECREATION - Member Dewey Marshall no report.

BEAUTIFICATION – Member Marcella Lowe no report.

LAND USE & ZONING - Member Al Cherry presented several motions to consider:

- Opposition to the Rezoning 2008-263 at 2305 St. Johns Bluff Road between Pine Drive and Fraser Road to waiver to reduce the minimum set back for a sign from 10 feet to 0 feet. The District 2 Citizens Planning Advisory Committee (CPAC) is in opposition to the waiver for the following reason: The applicant can meet sing regulations of the City's ordinance code and there are no property constraints that warrant a variance and an approval will set a precedent for the entire street.
 The motion was properly seconded and approved by the group.
- Support with Conditions the Exception E-08-25 at 11428 McCormick Road between McCormick and Derringer Roads to increase the number of maximum pre-school students from 50 to 150. The District 2 Citizens Planning Advisory Committee (CPAC) is in support with the following conditions: That traffic concurrency is addressed and that traffic turn lanes and flows are also addressed.
 The motion was properly seconded and approved by the group.
- Opposition to the Waiver WLD-08-07a t779 University Blvd. between Arlington Expressway and Harris Ave. to reduce the required minimum distance from a school or church from 1500 feet to 870 feet. The District 2 Citizens Planning Advisory Committee (CPAC) is in opposition for the following reason: It is not consistent with the recommendations of the Old Arlington Neighborhood Action Plan (NAP). The motion was properly seconded and approved by the group.
- No position to the Variance 08-04 at 4666 Empire Ave. between River Point and West River Point Roads to reduce the required setback of 7 feet to 4 feet for a 3' x 3' HVAC condenser pad. The District 2 Citizens Planning Advisory Committee (CPAC) has no position on this.

Two items not on the agenda from the committee but are previous issues were:

- Planning Advisory Committee (CPAC) are in favor of a Roundabout at Rogero Road and Arlington Road and want to ask for funding for this project to work in conjunction with the Town Center Initiative that will begin construction and converge at this intersection.
 - The motion was properly seconded and approved by the group
- Opposition to Ordinance 2005-718 regarding bus shelter advertising. The District 2 Citizens Planning Advisory Committee (CPAC) are opposed to bus shelter advertising for the following reasons:
 - o Bus shelter advertising degrades the City's streetscape.
 - o Bus shelters paid for by advertising does not place bus shelters where there is a bus rider need but places them in traffic areas of high visibility.
 - o Bus bench and bus shelter advertising has long been controversial in Jacksonville.

- o Bus bench and bus shelter advertising is prohibited in both the City's sign ordinance and the City's zoning code.
- o The City of Jacksonville has made considerable progress since the release of the JCCI Visual Pollution Study in 1985, including the changes in its sign ordinance and zoning code.
- o The proposed amendment of the City's sign ordinance and zoning code to allow the placement of commercial advertising along the City's streetscapes and roadways will degrade the beauty of our environment with unwanted commercial advertising creating unsightly streets.
- o The continued placement of 5'x 9'and 5'X16' bus shelters can be accomplished with 80% federal funding, wherein the cost to JTA to erect new shelters is lowered to approximately \$800 to \$1000, respectively.
- o JTA should look for innovative ways to provide for litter control and trash pickup without polluting the City's bus stops and unnecessary 6'x4' advertising.
- o For many years, JTA's leadership has been able to expand the bus shelter system without introducing commercial advertising along the streetscape and without taking the City backwards in its ongoing effort to curb and reduce visual pollution.
- o Recent litigation in the federal courts has confirmed that a local government risks having its outdoor advertising regulations struck down in their entirety by unwisely creating exceptions to allow for commercial advertising on transit shelters.
- o It is imprudent to expose the City of Jacksonville to unnecessary legal challenges through unwise amendments to its zoning code and sign ordinance to allow for offsite commercial advertising along the roadways.
- o Any amendment to the zoning code or the sign ordinance to allow for commercial offsite advertising on bus benches or bus shelters is contrary to public interest.
- o Any amendment to the zoning code and sign ordinance to allow for commercial offsite advertising on bus benches or bus shelters would degrade the City's environment.
- o Any amendment to the zoning code and sign ordinance to allow for commercial offsite advertising on bus benches or bus shelters is a major step backward for Jacksonville.
- o The JTA should only pursue efforts that would be consistent with the beautification goals set forth in Jacksonville's existing laws and should not support any effort that would undermine those goals.

The motion was properly seconded and approved by the group with one nay vote.

Chairperson Ludwig reported that Rosemary's father passed away and was in St. Louis. She also received a phone call from Hope Haven's Association and wanted to know if there was a Summer Camp at Arlington Park. Member Marcella Lowe will check into this but believes the pool is privately owned.

MEMBERSHIP – Member Jay Olchak no report.

TRANSPORTATION – Member William Figueroa – not present The Transportation subcommittee is scheduled to meet the 3rd Thursday of the month. Please call Bill Figueroa at 482-0300 to confirm time and location

ENVIRONMENT - Member Lad Hawkins no report.

Staff Reports

MAYOR'S REPRESENTATIVE – Kelley Boree asked to be excused.

JSO – Lt. R.J. Amy informed the group about the "Move Over Law". They will be passing out a flyer to everyone stopped on this law that has been on the books for the past two years. There will be more PSA's. If you see an emergency vehicle on the side of the roadway move away from that lane. If it is a 2-lane road, slow down and go 20 miles below the posted speed limit. Members asked if they could get some flyers and how many points will go on your license if you are stopped? Three points. On May 17 there will be a ShAdCo Safety Fair at the Mall from 10 a.m. to 3 p.m.

DCSB – Selinda Keyes not present.

PLANNING & DEVELOPMENT – Ed Lukacovic reported that information on the upcoming comprehensive plans and the steering committee for the visioning for Arlington area will be forth coming.

FDOT – Jim Green reported on the following:

- I-10 there is a new traffic pattern
- JTB and 9 A work will be going on from 10 pm to 6 am and will be closed until fall 2009
- The Main Street bridge will be closed tomorrow night
- On the Southeast near the Philips Mall a mixed use and an extension of Southside Blvd. and the widening Phillips Highway

Upcoming projects:

- May contracts for 9 A/Hecksher for outbound lanes and turn lanes
- June contracts for State Road 10 A to the Duval line to Mayport upgrades for the entire road will begin this fall
- January repainting the Hart Bridge with closings

A question on how often litter is picked up and mowing occurs every 4 to 5 weeks. They are also watching the Legislation very closely to see if they will divert user fees to the general revenue to take money off the roadways.

WONDERWOOD 3 PROJECT – Tom Underwood not present but Lad Hawkins reported that they had a meeting and the landscape is under control and will go in Phase three.

LANDSCAPE/BUILDING CODE ENFORCEMENT – not present.

DCHD – Charles Griggs not present.

MUNICIPAL CODE – New Senior Officer Bruce Chauncey introduced himself. He was in Zone 4 for and has been in Zone 2 for less than a week. Members wanted to know the status of Bob Winter who is out ill. Please keep him in your prayers. Chairperson Ludwig asked Member Thomas to get a big card and bring it to next months meeting for everyone to sign.

COMMUNITY DEVELOPMENT – Neighborhood Coordinator Marilyn Fenton-Harmer was filing in for Coordinator Rosemary Wesolowski's and reported to the group on the following:

- The Jacksonville Journey is almost over. There will be community meetings to go over the committee's recommendations. Tentative dates: May 15, 22, 29 and June 5.
- COJ Franchise fee of 3% will be on the May JEA bill.
- Solid Waste fee of \$30 for nine months (\$3 for 6 months and \$4 a month for 3 months) will be coming in May.
- The Stormwater fee bill will be arriving any day. The charge will be according to the size of the house but the average house will pay \$5 per month or \$30 for the first bill and \$60 annually thereafter.
- This is National Crime Victim's Rights Week and National Holocaust Month
- Downtown Debut of Movies at the Park at Treaty Oak, 1123 Prudential Dr. each Friday in April at 8 p.m.
- The Main Library will also have "Not just for Baby Boomers Film Series on the 2nd and 4th Thursday each month at 5:45 p.m. For a complete list of movies visit http://jpl.coj.net/progs/main/notjustforboomers.html
- Save the Date: Florida Neighborhoods Conference in Tallahassee on June 26-28 at http://www.talgov.com/dncs/fnc/index.cfm
- The 2008 National Night Out will be Tuesday, August 5, 2008

Announcements

- Member Ben Tucker reported that they had broken ground on Mayport Road after 9 years of planning and a cost of \$9 million project. The project will be from the fly over to Mayport Naval Station.
- Member Jay Olchak reported that Ashton Park will begin new landscaping at their entranceways.

Guests Comments

• Chester Spellman from Eagle Creek Owners Association introduced himself and just put in his application to become a CPAC Member.

Adjournment - There being no other business, the meeting was adjourned at 8:15 p.m.

The next meeting will take place on Monday, *May 12*, 2008, 6:30 pm at the Regency Square Mall Community Meeting Room – 9501 Arlington Expressway.

Greater Arlington/Beaches Projects 4/14/2008

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Project Number	Project Type	Greater Arlington/Beaches Projects	Sub CPA	Sub CPAC WKSP	LPA/PC	LUZ Comm	Description
	Exception	2593 Mayport Road between A1A and America's Cup Drive	0 0		3/13/08 W		o allow the retail sale and service of all alcohol for both on and off premise consumption.
WLD-08-03	Waiver	2593 Mayport Road between A1A and America's Cup Drive	0		3/13/08 W		Fo reduce the required minimum distance of liquor licence to church and school from 1,500 to 1,180'.
AD-08-10	Deviation	2593 Mayport Road between A1A and America's Cup Drive	0	3/7/08 W	N		fa reduce the required number of off-street parking spaces from 40 to 33 spaces
E-08-25	Exception	At 11428 McCormick Road between McCormick and Derringer Roads			4/24/2008		To increase the number of maximum pre-school students from 50 to 150 students.
WLD-08-07	Walver	At 779 University Bivd. between Arlington Expressway and Harris Ave.	_		4/24/2008		To reduce the required minimum distance from a school or church from 1500 feet to 870 feet.
V-03-V	Variance	At 4666 Empire Ave. between River Point and West River Point Roads	-		4/24/2008		To reduce the required setback of 7 feet to 4 feet for a 3'x3' HVAC condenser pad.
MM-2007-27	Modification	Southwest quadrant of Atlantic Boulevard Intracoastal Waterway intersection	0		3/13/08 AC		To allow increasing the building height on Parcels A & B from 85 feet (6 stories) to 100 feet (9 stories)
2005-1161	Appeal	14003 Beach Boulevard					Appealing E-05-57 and WLD-05-07 for 4COP and reduce liquor distance from 1500' to 450'
2006-220	Rezoning	At the confluence of Mt. Pleasant and McCormick Roads	0 0		3/30/06 D	4/01/08 DF	4/01/08 DF To change the zoning of 1.33 acres from RLD-G to PUD to allow for commercial uses.
2008-106	Rezoning	Southeast corner of Cypress Drive and San Pablo Road South			3/13/08 AC	3/18/08 AC	3/18/08 AC To delete Paragraph III.B.16 in the April 30, and revising condition (c) of 2007-302-E PUD.
2008-145	Rezoning	942 Cesery Boulevard between Harris Avenue and Arlington Expressway	0 0		4/10/08 DF	4/1/08 DF	4/1/08 DF To rezone 9.42 acres from PUD, CRO, & RMD-A to PUD to allow the expansion and development of a church
2008-263	Walver	At 2305 St. Johns Bluff Road between Pine Drive and Fraser Road				\$/20/08	5/20/08 To reduce the minimum setback for a sign from 10 feet to 0 feet.
LU 2007C-016	Land Use	At the NE comer of Monument Road and St. Johns Bluff Road	0 0	2/8/07	22122122	STATESTE	72/72/77 Land Use change of 9:97 acres from RPI to NC to allow for commercial development.
LU-2007C-023 (2008-135)	Land Use	On east side of Leon Road between Atlantic Boulevard and Byrnes Street		6/18/07	37 3/27/08 A	4/1/08 A	4/f/08 A To change the land use on 1.80 acres from MDR to CGC to allow the expansion of an auto dealership.
2008-136	Rezoning	On east side of Leon Road between Allantic Boulevard and Byrnes Street			3/27/08 AC	4/1/03 AA	1/108 AA To rezone 1.80 acres from RMD-E to PUD to allow the expansion of an auto dealership.
LU-2007C-049	Land Use	At the southeast quadrant of the Kernan Boulevard and McCormick Road	0	12/10/0	2	רתובתורך	7/77/77 Land use change from LDR to NC on 2.56 acres to allow for commercial development.
2008-XXX	Rezoning	At the southeast quadrant of the Kernan Boulevard and McCormick Road	0 0		27177177	22122122	To rezone 2.56 acres from RR to CN to allow for commercial development.
LU-2007C-052	Land Use	South of McCormick Road between Challeux Drive S & Fulton Road S	0	12/10/0	בתורחור דכ	THITTIE	Land use change from LDR to NC on 2.72 acres to allow for relocation of a Gate Food Post/Filling Station.
2008-XXX	Rezoning	South of McCormick Road between Challeux Drive S & Fulton Road S	0		STITTIFF	rurnr	To rezone 2.72 scres from RLD-D to PUD to allow for the relocation of a Gate Food Post/Filling Station
LU-2007C-063	Land Use	200 University Boulevard South between Atlantic Blvd. & Beach Blvd.	0 0	274K	ברוברובר 80	27177177	To change the land use on 1.975 acres from LDR to RPI to allow a medical office.
2008-XXX	Rezoning	200 University Boulevard South between Atlantic Blvd. & Beach Blvd.	0 0	П	STISTIST	rurur	To rezone 1,975 acres from RLD-G to CRO (change to PUD?) to allow a medical office
200X-XXX	Water	The St. Johns River	0 0	2/26/08 D	Q		A proposal to divert water from the St. Johns river to South Florida.
200X-XXX	Seaport	Mayport Village	0 0	22122122	בנובנובנ נג	נוונוונו	72/72/72 A proposal to allow a cruise ship terminal/seaport in the Mayport Village Working Waterfront Community
			-				

mmp Plan text amendment; Trans, Element Policies 8,1,4 & 8,1,8 - to allow runway expansion Approved, Amendment of the Commission of the Commission, DF-Eleferred Operated Management of Commission and Amendment Declarated England

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Next Planning Commission Meetings: 4725/2008 and £1/5/2008 Next Land Use and Zooling Committee Meetings: 41/5/2008 and £0/6/2008 Next CPAC Meeting 51/2/2008

Citizens Planning Advisory Committee

Chair: Helen Ludwig

Vice-Chair: Larry Belge



April 14, 2008

To: Eddie Johnson, Chair, Planning Commission
Hon. Michael Corrigan, Chair, City Council Land, Use, & Zoning Committee

Re: Opposition to the Waiver 2008-263 to reduce the minimum setback for a sign from 10 feet to 0 feet in a CRO zoning district at 2304 St. Johns Bluff Road between Pine Drive and Fraser Road.

The District 2 Citizens Planning Advisory Committee (CPAC) are in opposition to the Waiver 2008-263 to reduce the minimum setback for a sign from 10 feet to 0 feet in a CRO zoning district at 2304 St. Johns Bluff Road between Pine Drive and Fraser Road for the following reasons:

The applicant can meet sign regulations of the City's ordinance code.

 There are no property constraints that warrant a variance and an approval will set a precedent for the entire street,

Sincerely,

Helen Ludwig, Chair

Greater/Arlington/Beaches Citizens Planning Advisory Committee

cc: Hon. John Peyton, Mayor

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Brad Thoburn, Director, Planning Department

Sandy Simmons, Planning Department

City of Jacksonville HOUSING & NEIGHBORHOOKS DEPARTMENT 214 N. Hogan St., An Floor ~ Jacksonville, Forida 22202

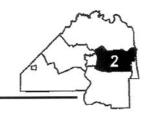
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(904) 255-4251 fax (904) 255-4244

Citizens Planning Advisory Committee

Chair: Helen Ludwig

Vice-Chair: Larry Belge



April 14, 2008

To: Eddie Johnson, Chair, Planning Commission Hon. Michael Corrigan, Chair, City Council Land, Use, & Zoning Committee

Re: Support with conditions for the Exception E-08-25 to increase the number of maximum pre-school students from 50 to 150 students at Ft. Caroline Baptist Church in a RLD-F zoning district at 11428 McCormick Road between McCormick Road and Derringer Road.

The District 2 Citizens Planning Advisory Committee (CPAC) are in support of the Exception E-08-25 to increase the number of maximum pre-school students from 50 to 150 at the Ft. Caroline Baptist Church in a RLD-F zoning district at 11428 McCormick Road between McCormick Road and Derringer Road with conditions of the following:

· That traffic concurrency is addressed.

· That traffic turn lanes and flows are also addressed.

Sincerely,

Helen Ludwig, Chair

Greater/Arlington/Beaches Citizens Planning Advisory Committee

cc: Hon. John Peyton, Mayor

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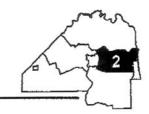
Brad Thoburn, Director, Planning Department Sandy Simmons, Planning Department

> City of Jacksonville MOUSING & MEICHBERHOODS DEPARTMENT 214 M. Hogan St., St. Floor ~ Jacksonville, Florida 32242 Rosemary Wesslowski District 2 Coordinatus rosemary Geography (904) 255-8261 fax (904) 255-824

Citizens Planning Advisory Committee

Chair: Helen Ludwig

Vice-Chair: Larry Belge



April 14, 2008

To: Eddie Johnson, Chair, Planning Commission Hon. Michael Corrigan, Chair, City Council Land, Use, & Zoning Committee

Re: Opposition to the Waiver WLD-08-07 to reduce the required minimum distance for the sale of alcohol consumption from a school or church from 1,500 feet to 870 feet in a CCG-1 and CCG-2 zoning districts at 779 University Boulevard between Arlington Expressway and Harris Avenue.

The District 2 Citizens Planning Advisory Committee (CPAC) are in opposition to the Waiver WLD-08-07 to reduce the required minimum distance for the sale of alcohol consumption from a school or church from 1,500 feet to 870 feet in a CCG-1 and CCG-2 zoning districts at 779 University Boulevard between Arlington Expressway and Harris Avenue because it is not consistent with the recommendations of the Old Arlington Neighborhood Action Plan.

Sincerely,

Helen Ludwig, Chair

Greater/Arlington/Beaches Citizens Planning Advisory Committee

cc: Hon. John Peyton, Mayor

The Ludwig

Brad Thoburn, Director, Planning Department Sandy Simmons, Planning Department

City of Jacksonville HOUSING & MIICHBORHOODS DEPARTMENT 214 M. Hogan St. \$\psi\$ Floor \sim Jacksonville, Florida 32202

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Citizens Planning Advisory Committee

Chair: Helen Ludwig

Vice-Chair: Larry Belge



April 14, 2008

To: Honorable Mayor John Peyton, City of Jacksonville

Alan Mosley, Chief Operating Officer Joey Duncan, Public Works Director

Ref: CPAC2 Nov 13, 2006 letter to Public Works CPAC2 July 9, 2007 letter to Mayor Peyton

Re: Recommendation for Construction of Rogero Roundabout

The District 2 Citizens Planning Advisory Committee (CPAC) continues to recommend that the city locate funding and install a roundabout at the Arlington Road and Rogero Road intersection according to the pro bono preliminary engineering and concept plans prepared by Waitz & Moye and submitted in conjunction with the Rogero Road Town Center project in 2006.

In that contractors are desperate for work and construction costs have rapidly declined, and the Arlington Road and Rogero Road town centers projects are about to begin construction and converge at this intersection, it would seem economically prudent that the city consider integration of the roundabout construction at this time.

We believe the construction of all of these projects will send a strong message to the public that revitalization of Historic Arlington is truly underway.

Sincerely.

Helen Ludwig, Chair

Greater/Arlington/Beaches Citizens Planning Advisory Committee

Brad Thoburn, Planning Department Director

Wight Greger, Housing and Neighborhoods Dept Director

City Council

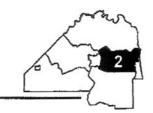
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City of Jacksonville HOUSING & NEISHBORRIOODS DEPARTMENT 214 N. Hogan St., 8º Floor ~ Jacksonville, Flexida 32202 Rosensary Wesolowski District 2 Coordinator rosensary @coj.net [904] 255-8251 fax (904) 255-8244

Citizens Planning Advisory Committee

Chair: Helen Ludwig

Vice-Chair: Larry Belge



April 14, 2008

To: Eddie Johnson, Chair, Planning Commission Hon. Michael Corrigan, Chair, City Council Land, Use, & Zoning Committee

Re: Opposition to the Ordinance 2005-718 regarding bus shelter advertising.

The District 2 Citizens Planning Advisory Committee (CPAC) is in opposition to Ordinance 2005-718 regarding bus shelter advertising for the following reasons main reasons:

- Bus shelter advertising degrades the City's streetscape.
- Bus shelters paid for by advertising does not place bus shelters where there is a bus rider need but places them in traffic areas of high visibility.

A more detail list of reasons is attached with this letter of opposition

Sincerely,

Helen Ludwig, Chair

Greater/Arlington/Beaches Citizens Planning Advisory Committee

cc: Hon. John Peyton, Mayor

Flew Ludwig

Brad Thoburn, Director, Planning Department Sandy Simmons, Planning Department

Gity of Jacksonville ROUSINS & NEIGHBORHOODS DEPARTMENT 214 N. Hogan St., Ph. Floor ~ Jacksonville, Fiscida 32202

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(904) 255-8251 fax (904) 255-8244

Reasons for Opposition to Bus Shelter Advertising

- · Bus bench and bus shelter advertising has long been controversial in Jacksonville.
- Bus bench and bus shelter advertising is prohibited in both the City's sign ordinance and the City's zoning code.
- The City of Jacksonville has made considerable progress since the release of the JCCI Visual Pollution Study in 1985, including the changes in its sign ordinance and zoning code.
- The proposed amendment of the City's sign ordinance and zoning code to allow the
 placement of commercial advertising along the City's streetscapes and roadways will
 degrade the beauty of our environment with unwanted commercial advertising creating
 unsightly streets.
- The continued placement of 5'x9' and 5'x16' bus shelters can be accomplished with 80% federal funding, wherein the cost to JTA to erect new shelters is lowered to approximately \$800 to \$1,000, respectively.
- JTA should look for innovative ways to provide for litter control and trash pickup without
 polluting the City's bus stops and unnecessary 6'x4' advertising.
- For many years, JTA's leadership has been able to expand the bus shelter system without introducing commercial advertising along the streetscape and without taking the City backwards in its ongoing effort to curb and reduce visual pollution.
- Recent litigation in the federal courts has confirmed that a local government risks having
 its outdoor advertising regulations struck down in their entirety by unwisely creating
 exceptions to allow for commercial advertising on transit shelters.
- It is imprudent to expose the City of Jacksonville to unnecessary legal challenges through
 unwise amendments to its zoning code and sign ordinance to allow for offsite commercial
 advertising along the roadways.
- Any amendment to the zoning code or the sign ordinance to allow for commercial offsite advertising on bus benches or bus shelters is contrary to the public interest.
- Any amendment to the zoning code or sign ordinance to allow for commercial offsite advertising on bus benches or bus shelters would degrade the City's environment.
- Any amendment to the zoning code or sign ordinance to allow for commercial offsite
 advertising on bus benches or bus shelters is a major step backward for Jacksonville.
- The JTA should only pursue efforts that would be consistent with the beautification goals set forth in Jacksonville's existing laws and should not support any effort that would undermine those goals.