

Northwest District 5
Citizens Planning Advisory Committee
Leroy Kelly, Chair
Gertrude Peele, Vice Chair



MEETING SUMMARY
NORTHWEST CITIZENS PLANNING ADVISORY COMMITTEE

Bradham*Brooks NW Library, 1755 Edgewood Ave. West

Thursday, March 10, 2011

Committee Members Present

Leroy Kelly, Chair	Gertrude Peele, Vice Chair
Larry Solomon, Carver Manor	Patsy Bailey, Carver Pines
Gadson Burgess, Magnolia Gardens N.	Ella Watson, Magnolia Gardens N.
Yvonne Ward, Moncrief Springs	Richard Sapp, Murray Hill
Raye Gary, Reed Camus	Linda Moore, North Riverside
Alyson Dew, North Shore	Melodee Dew, North Shore
Oliver Muldrow, Ribault Hills	Ed Hall, Ribault Hills
B.J. Scott, Ribault Manor	Roberta Wilson, Robinson's Addition
Roxsan Currier, Thomas Jefferson	

Excused: Diane Kerr, Doretha Tompkins, William Anthony, Lurise Bannister

Guests

Orzola Burgess, Magnolia Gardens N.	Cheryl Williams, Grace & Truth CDC
Tracey Arpen	Bill Brinton
Lad Hawkins, JaxPride	Brandy Stronko, State Attorney's Office
Elaine Billups, BLCA	Cora Lindsey
John Tipton	Daisy J. Hicks, ShAdCo
James Kilcrease, PNG	David & Teresa Shaffner

City/Staff/Resource

Devin Reed, Mayor's Representative	Dylan Reingold, COJ OGC
Thomas Hill, FDOT	Richard Prindiville, FDOT
JSO Zone 5 – Officer Bannister	Daryl Joseph, Recreation & Community Services
Danny Connell, Municipal Code	Rebecca McClure, JPL
Marilyn Fenton-Harmer, HAND	

Call to Order

Chairperson Kelly called the meeting to order at 6 p.m. with a welcome and the Pledge of Allegiance at the Bradham*Brooks NW Library Auditorium, 1755 Edgewood Ave. West. He thanked everyone for coming out to the meeting.

Approval of the Meeting Summary

A Motion to approve the Feb. 10, 2011 summary as written was made by Member Burgess and a second by Member Ward. The Vote: All were in favor. None opposed

Staff Reports

JSO Zone 5 – Officer Bannister did not have a formal report but responded to questions from Members on the following:

- Members wanted to know about the bike patrols? Due to the cold weather they have not been patrolling. Once the weather changes you will see them. They wear shorts and will be more visible as summer approaches. They are located at the Sub Station on Superior Street.
- Members were concerned with the amount of thefts that occur on air conditioner units. They are stealing the units for the copper inside. Officer Bannister suggested getting a cage for the unit. This was done and a security system was put into the caged unit and it was still stolen. The thieves get a lot of money for the copper. Neighborhood Watches were mentioned as a way to help avoid a unit from being stolen. Chair Kelly also mentioned that the NW CPAC had spoken on this before and had a Motion to write a letter to the Sheriff. He will bring this topic back up at the next meeting.

Chair Kelly thanked Officer Bannister. If you have questions please call the Sub Station at:

Zone 5 call 384-8028 at 1024 Superior Street ~ Zone 1 call 924-5361 at Gateway

Shopping Mall ~ Zone 4 call 573-3165 at Cedar Hills Shopping Center

Police Non-Emergency 630-0500 Police Neighborhood Watch – 630-2160

First Coast Crime Stoppers – 1-866-845-TIPS (8477) to report a crime anonymously

Remembering Member Joseph Anderson – Mayor's Liaison Devin Reed invited Member Anderson's family, Mr. and Mrs. Shaffner to the stage to present a framed letter from Mayor John Peyton with his condolences. It stated that Mr. Anderson was devoted to his community and was engaged on every issue pertaining to his beloved Pickettville. He made it his business to become part of the solution when it came to his community. He set an example of involvement and concern that each one of us can follow. All of Pickettville has lots a community historian, leader and friend. All of the good work that he did on behalf of the city will be remembered.

Chair Kelly presented the family with a framed picture of Mr. Anderson from a NW CPAC event when he was Chairman in 2006 and 2007. Some members spoke on what a great leader and mentor he was. It was mentioned that the new NW Community Center should be named for Joseph Anderson and Mary Jones since they were there in the beginning.

Guest Speakers

State Attorney's Office - Victim Support Services – Brandy Stronko, Victim Advocate spoke about the services available in the State Attorney's Office. State Attorney Angela Corey cares for our victims and is very hands on with the community. There are 9 Victim Advocates that work with victims of crime. Victims have rights. They have the right to be at all court appearance. Here are the stages of the criminal process:

- First Appearance - Occurs within 24 hours of an arrest.
- Filing Decision - The State Attorney's Office may file formal charges.
- Arraignment - The accused is formally charged and enters a plea of guilty, not guilty, or no contest.
- Plea Negotiations - Prior to Trial Defendant may agree to plea.
- Pretrial Conference Hearings - several hearings may be held and if the defendant does not enter a plea of guilty, trial is set.
- Continuances - case may be continued or postponed.
- Trial Preparation - prosecutor and/or defense attorney interviews witnesses and/or victim(s).
- Trial (Adults Only)
- Adjudicatory Hearing (Juveniles Only) - Prosecutor presents evidence to either the judge or jury concerning the case.
- Sentencing - If the defendant is found guilty, the Judge reviews sentencing guidelines, plea agreements, etc. and determines what type of sentence the defendant should receive.

Victims had the right to counseling and other services. Victim Services offers assistance from the beginning to the end. They work with the Women's Center, Hubbard House and other services that may help the victim. Members had questions on the following: if prisoners have voting rights, do they have to wait 5-years. She did not have the answer to that. Are the Advocates attorneys? No. What kind of budget cuts do you expect? They get a number of grants and as long as they continue to produce and work hard they do not expect them to end at this time. Advocate Brandy Stronko can be reached at 630-1212 ext 5573 or bstronko@coj.net

Digital Sign Ordinance 2010-0900 – Chair Kelly received a letter from Attorney Karl Sanders representing Clear Channel Outdoor. He read the entire letter to the NW CPAC members. It is attached below.

- Tracey Arpen presented the attached PowerPoint Presentation on this Ordinance. Members were given a handout on Billboards in the Digital Age – Unsafe (and unsightly) at any Speed by Scenic America Issue Alert 2 – Electronic Signs. Copies of the SW CPAC Resolution were handed out to members. Member Sapp *made a Motion to oppose Ordinance 2010-0900 and support the resolution presented by the SW CPAC. A second was made by Member Moore.* Discussion: Members had questions on the following: Who voted yes for the resolution? All the CPACs voted to oppose the Ordinance with the exception of one no vote from the SW CPAC. The City of Jacksonville's Attorney Dylan Reingold was in attendance to answer questions on Ordinance 2010-0900 only, not policy issues. They also had questions on the timing, safety, FDOT signs and the appearance of the city. *The Vote: All in Favor; None opposed. The Motion carries unanimously.*

Chair Kelly thanked the guest speakers for attending.

Duval County School Board Member Paula Wright – presented the attached PowerPoint Presentation on the Intervene Status and State Options, where the Intervene Schools (Jackson High, Raines High, Ribault High and North Shore Elementary) are presently, proposed Intervene School Plans and the Florida Association of District Schools Superintendents Letter to FLDOE (Florida Department of Education). They will be going to Tallahassee on Tuesday, March 15, 2011 to present their plan for what is best for Duval County students. The following are questions, concerns and statements from the members:

- Members thanked School Member Wright for the time and effort to get this plan and present it on behalf of our children.
- They do not want to see children on street corners and be uneducated.
- Members had concerns with the FCAT test.
- Members wanted to get a copy of the PowerPoint presentation.

School Board Member Wright can be reached at 390-2000 or wrightp@duvalschools.org

Staff Reports

Mayor's Representative Devin Reed - reported on the following:

- The \$60 million dollar shortfall which is a result of hole from the past 5 years. There is nothing left to cut but people. The budgetary process is hitting the street. Meetings on the Budget with the Mayor are listed under Marilyn Fenton-Harmer's report.
- Be sure to get to know the candidates and vote on March 22, 2011.

Director of Central Operations and Mayor's Representative Devin Reed can be reached at 255-8639 or dreed@coj.net

Mayor's Office – Project New Ground – James Kilcrease reported on basically the same information as last month:

- They have completed 346 properties in all four areas.
- The 5th and Cleveland should be completed in mid-April. Phase 2 will begin later this year.
- Forest Street will start Phase 2 in April.
- They continue to try to work at getting access agreements in the neighborhoods.

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

FDOT – New Northwest FDOT representative Thomas Hill introduced himself. He will be taking Jim Green's place and will be attending the NW CPAC meetings. In looking over the previous month's minutes this is the report:

- On Commonwealth and Jones Road they are continuing to get right-of-way parcels and surveys to finish the project.
- Upcoming project on I-95 south of the Trout River they will be building barrier walls.
- On I-295 there will be an Intelligent System – which was discussed earlier but the DOT signs are in the direct line of site and the billboards are off the line of sight.

Members asked about the North Shore Landscaping project on Tallulah. He was not aware of this project but members stated that the palm trees do not go with the historical flavor of the neighborhood. He will contact the engineer of that project to talk with the member. It was stated that palm trees are notorious for maintenance. Thomas Hill can be reached at 360-5647 or Thomas.Hill@dot.state.fl.us

Planning & Development – Planner Bannister was excused. Lurise Bannister can be reached at 255-7839 or Lurise@coj.net

Municipal Code Compliance – Zone 5 Supervisor Danny Connell reported on the following:

- A copy of the neighborhood reports would be available for members to view.
- Systematic Inspections for Grand Park were done in Feb. and Sep. 2010.
- Systematic Inspection for Robinson's Addition were done in Feb., June and Oct. 2010
- Systematic Inspection for Sherwood Forest were done in June 2010 and Jan. 2011
- All Code Compliance Zones are required to do 14 Systematic Inspections a year. In Zone 5 they are working on number 37.
- Currently they are working on Royal Terrace – 84 properties cited
Grand Park cited 68 properties and Riverside – 32 properties cited.
They just finished Lackawanna with over 150 properties cited.
- The next project will be in Lincoln Hills and Woodstock
- The numbers year to date from Oct. 1, 2010 to present are:
 - Commercial 221
 - Junk Vehicles 2974
 - Litter-illegal Signs 16
 - Nuisance 8357
 - Nuisance Board-up 1317
 - Residential 1166
 - Unsafe Structures 696
 - Zoning-Commercial 112
 - Zoning-Residential 770
 - Zoning-Yard-LUZ 81
 - Total 15,710

Please be sure to call in problems to 630-CITY (2489). Property Safety can be reached at 255-7000 or psafety@coj.net

Recreation and Community Services – Daryl Joseph reported on the following:

- On Thursday, May 12, 2011 the new Northwest Center (Evacuation Center) will have the Grand Opening with Council Member Brown at 2 p.m.

Daryl Joseph can be reached at 255- 7903 or djoseph@coj.net

Housing and Neighborhoods (HAND) - Neighborhood Coordinator, Marilyn Fenton-Harmer reported on the following:

- The Library will be holding a workshop in April and May and we are being bumped.
Please be on the lookout for a different location for April and May.
- There are new floating docks outside the Riverside Arts Market on the Northbank Riverwalk.

- Thank you to Chair Kelly, Member Dew who volunteered at the sign in table and especially Member Solomon for being a fabulous time keeper at the Candidate Forums. They were well done with questions from the Northwest 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:

- 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. At least one child 12-years and younger needs to be in attendance. Tents are available for rent. 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
- 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

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.

Upcoming Meetings/Programs/Events

- **Riverside Arts Market – Saturday, March 12, 2011** Crafts reopening and ribbon cutting new docks in front of Fidelity. Market is open 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.
- Jacksonville Public Library will be hosting a **Genealogy Workshop** on Saturday, **March 12, 2011** from 8:30 a.m. to 5 p.m. at the Main Library for \$20. For Information go to: www.nfgenealogyconference.webs.com
- The Jacksonville Public Library, in partnership with Transparent Language and Recorded Books, announces the introduction of Byki® Online for Libraries, a powerful **new online language-learning system** designed specifically for use by public library customers. A Jacksonville Library active card is needed to access this service. For more information about the Library, call 630-BOOK (2665) or visit jaxpubliclibrary.org.
- **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 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 * Jax., 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 word: 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 www.employflorida.com

2011 NW CPAC Meeting Dates - Meetings Begin at 6 p.m.- Bradham*Brooks Northwest Library Auditorium - 1755 Edgewood Avenue West

Thursday, April 14, 2011	Thursday, May 12, 2011	Thursday, June 9, 2011
No July Meeting	Thursday, August 11, 2011	Thursday, Sep. 8, 2011
Thursday, Oct. 13, 2011	Thursday, Nov. 10, 2011	No December Meeting

Chair Kelly's Report

- Read the letter from a Motion from the February 9, 2011 NW CPAC meeting to the Tower Review Committee on the upcoming Cell Tower at S.A. Hull Elementary School. He thanked Neighborhood Coordinator Marilyn Fenton-Harmer for doing an awesome job of getting the letter processed.

Subcommittee Reports - none

Announcements

- Member Ward wanted the other members to notice the exterior of the NW Bradham*Brooks Library. At the top of the Library are birds nesting where they shouldn't be. The parking lot needs to be cleaned and where people walk in the grass – there is no grass. Tree limbs are a safety hazard. The bottom door doesn't work properly. It needs some work and to be upgraded. *Member Currier made a Motion to write a letter to the Library Board and Council with a list of concerns: bird's nests, cleanliness in the parking lot, broken door and safety concerns on walking through the parking lot with no grass and tree limbs where there shouldn't be any. It needs work and to be upgraded. Member Burgess properly seconded the Motion. The Vote: All in Favor; None opposed. The Motion carries unanimously.*
- Please remember to pay attention to the upcoming election and the candidates.

Public Comments – none

Motion to Adjourn

*A Motion to adjourn was made by Member Currier and a second by Member Burgess.
The Vote: All were in favor, none opposed. The meeting was adjourned at 8:05 p.m.*

The next meeting will be Thursday, **April 14, 2011**
Bradham*Brooks NW Library Auditorium
1755 Edgewood Ave. West
6 p.m.

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

VIA E-MAIL ONLY

March 10, 2011

Leroy C. Kelly
Chairman, CPAC District 5 (Northwest)
c/o Marilyn Fenton-Harmer
City Neighborhood Coordinator

Re: Support of Ordinance 2010-900

Dear Chairman Kelly:

I understand that your CPAC will be discussing Ordinance 2010-900 this evening, and I wanted to ensure that you all have the benefit of my position on the ordinance in the event that I am unable to personally attend. First, let me thank you and the Northwest CPAC for taking time to review and comment upon this important piece of legislation. Although I only represent one stakeholder in this debate (Clear Channel Outdoor), I know that there are many small businesses, local non-profits, churches and others who support Ordinance 2010-900 in its present form.

The Ordinance does two things. First, it clarifies the distinction between “animated signs” and “changing message devices.” Ordinance 2010-900 confirms that (a) animated and flashing signs are illegal, and (b) electronic message boards that change their messages no more than once every 8 seconds will continue to be allowed in Jacksonville. The problem with the current definition in the City’s Ordinance Code is that it is not legally enforceable. Ordinance 2010-900 fixes that problem, and it fixes it by basing the “hold time” for changing message devices on objective guidance provided by the Federal Highway Administration. The three-minute hold time – which is the recommendation of the opponents of this bill and the Planning Commission – is nothing but an arbitrary time limit. In contrast, the 8-second hold time that is recommended by the 6 City Councilmen who have sponsored the bill, as well as the professional and objective recommendation of the Planning Department, is based on the well-founded guidance of the federal government.

The opponents of this bill will also urge you to support an amendment to the Ordinance that would prohibit digital billboard faces. I respectfully submit that such an amendment would not be legal, as digital billboard faces are allowed today and governed solely by a court-approved settlement agreement between my client, the City of Jacksonville and “CAPSigns.”

Northwest CPAC

March 10, 2011

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I thank you for your consideration of this letter, and I urge you to join the local businesses, non-profits and City Council Members who support 2010-900.

Very truly yours,

A handwritten signature in black ink, appearing to read "Karl J. Sanders". The signature is fluid and cursive, with the first name "Karl" and last name "Sanders" clearly distinguishable.

Karl J. Sanders

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.)

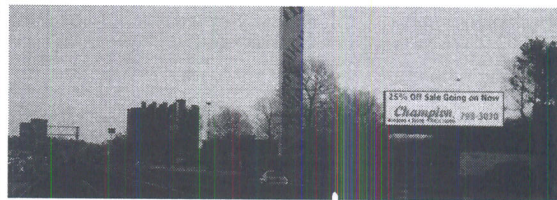
- “The proliferation of these types of signs increases the level of distraction for drivers...”
- “These commercially oriented signs are located on the most heavily traveled commercial roadway segments with numerous driveway cuts and other visual distractions which further detract from driver safety.”

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

Northwest District 5
Citizens Planning Advisory Committee
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2011

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2010

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2009

Gadson Burgess, Chair
Leroy Kelly, Vice Chair

2008

Gadson Burgess, Chair
Leroy Kelly, Vice Chair

2007

Joseph Anderson, Chair
Gadson Burgess, Vice Chair

2006

Joseph Anderson, Chair
Gadson Burgess, Vice Chair

2005

Diane Kerr, Chair
Randy Mallory, Vice Chair

2004

Diane Kerr, Chair
Randy Mallory, Vice Chair

2003

Diane Kerr, Chair
George Leverett, Vice Chair

2002

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2001

Diane Kerr, Chair
George Leverett, Vice Chair

2000

Brad Straley, Chair
Diane Kerr, Vice Chair

1999

Brad Straley, Chair
Chris Campbell, Vice Chair

1998

Brad Straley, Chair
Elaine Burnett, Vice Chair

1997

Louis Dinah, Chair
Brad Straley, Vice Chair

1996

Elaine Burnett, Chair
Barney Roberts, Vice Chair

1995

Lou Myers, Chair
Elaine Burnett, Vice Chair

1994

Lou Myers, Chair
Elaine Burnett, Vice Chair

1993

Charter Member
Lou Myers, Chair

NORTHWEST CITIZENS PLANNING ADVISORY COMMITTEE (NW CPAC)
City of Jacksonville ~ Housing and Neighborhoods Department
214 N. Hogan St., 8th floor ~ Jacksonville, FL 32202
(904) 255-8236 ~ Mfharmer@coj.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 2010-0900

Dear Council Member Crescimbeni,

On March 10, 2011 the Northwest CPAC made a unanimous Motion to:

- Oppose Ordinance 2010-0900
- Supports the Planning Commission's two amendments to Ordinance Number 2010-0900 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 2010-0900 that would prohibit digital billboard faces
- Urges Mayor Peyton to veto Ordinance 2010-0900 should these amendments not be incorporated into the final version of Ordinance Number 2010-0900 by the City Council.

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

Sincerely,

Leroy C. Kelly
Chair

cc: Mayor John Peyton
Jacksonville City Council Members
Housing and Neighborhoods Director Wight Greger
Planning Commission
Planning Department: Director William Killingsworth, Deputy Director
John Crofts and Executive Secretary Sandy Simmons
NW CPAC Mayor's Liaison Devin Reed, Director of Procurement
City Council Legislative Services Chief Dana Farris
Director/Council Secretary Cheryl Brown

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

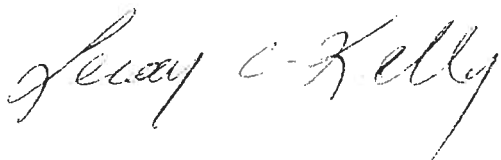
WHEREAS, the Jacksonville Planning Commission has recommended approval of Ord. No. 2010-900, only as amended so that: 1) Scrolling signs be prohibited and 2) the hold time for a changing message board be 3 minutes instead of 8 seconds,

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 10, 2011, the Northwest Citizens Planning Advisory Committee voted and hereby:

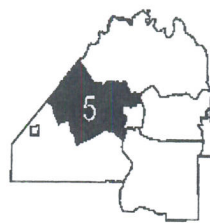
1. Supports the Planning Commission's two amendments to Ordinance Number 2010-900 that (1) prohibit scrolling signs, and (2) establish the hold time for a changing message board as 3 minutes rather than 8 seconds,
2. Supports an amendment to Ordinance Number 2010-900 that would prohibit digital billboard 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 10th day of March, 2011



By: _____
Leroy C. Kelly, Chair
Northwest Citizens Planning Advisory Committee

Northwest District 5
Citizens Planning Advisory Committee
Leroy C. Kelly, Chair
Gertrude Peele, Vice Chair



2011
Leroy C. Kelly, Chair
Gertrude Peele, Vice Chair

2010
Leroy C. Kelly, Chair
Gertrude Peele, Vice Chair

2009
Gadson Burgess, Chair
Leroy C. Kelly, Vice Chair

2008
Gadson Burgess, Chair
Leroy C. Kelly, Vice Chair

2007
Joseph Anderson, Chair
Gadson Burgess, Vice Chair

2006
Joseph Anderson, Chair
Gadson Burgess, Vice Chair

2005
Diane Kerr, Chair
Randy Mallory, Vice Chair

2004
Diane Kerr, Chair
Randy Mallory, Vice Chair

2003
Diane Kerr, Chair
George Leverett, Vice Chair

2002
Diane Kerr, Chairperson
George Leverett, Vice Chair

2001
Diane Kerr, Chair
George Leverett, Vice Chair

2000
Brad Straley, Chair
Diane Kerr, Vice Chair

1999
Brad Straley, Chair
Chris Campbell, Vice Chair

1998
Brad Straley, Chair
Elaine Burnett, Vice Chair

1997
Louis Dinah, Chair
Brad Straley, Vice Chair

1996
Elaine Burnett, Chair
Barney Roberts, Vice Chair

1995
Lou Myers, Chair
Elaine Burnett, Vice Chair

1994
Lou Myers, Chair
Elaine Burnett, Vice Chair

1993
Charter Member
Lou Myers, Chairman

NORTHWEST CITIZENS PLANNING ADVISORY COMMITTEE (NW CPAC)
City of Jacksonville ~ Housing and Neighborhoods Department
214 N. Hogan St., 8th floor ~ Jacksonville, FL 32202
(904) 255-8236 ~ Mfharmer@coj.net

March 10, 2011

Dear Honorable City Council Members and Tower Review Committee Members:

RE: Notice of New Cell Towers in the Northwest Planning District

At the February 9, 2011 meeting of the NW CPAC meeting, the members were made aware of a cell tower being constructed in the Northwest Planning District near one of our elementary schools, S. A. Hull, 7528 Hull St., Jacksonville, FL 32219. We are quite concerned that such action is being taken without the NW CPAC being consulted and having input in the decision. The members of the NW CPAC motioned and passed unanimously that a letter be written requesting that in the future when a cell tower is being considered for this area, that we will be made aware of a cell tower prior to approval and before installation is given.

Your consideration of our request is appreciated.

Sincerely,

Leroy C. Kelly
Northwest CPAC Chair

cc: Jacksonville City Council Members
Jacksonville Tower Review Committee
Planning Department: John Crofts, Deputy Director
Bruce Lewis, City Planner
Housing and Neighborhoods Director Wight Greger
City Council Legislative Services:
Dana Farris, Chief
Cheryl Brown, Director/Council Secretary

Thank You

Duval County School Board
The Honorable Paula D. Wright
Member, District 4

1

Objectives

- Intervene Status and State Options
- Where the Intervene Schools are Presently
- Proposed Intervene Schools Plans
- Florida Association of District School Superintendents Letter to FLDOE

2

Vision

- Every student will graduate from Duval County Public Schools with the knowledge and skills to be successful in post-secondary education and/or the workforce.

3

THE PRESENT

- JACKSON, RAINES, & RIBAUT HAVE CURRENTLY ARE "D" SCHOOLS
- JACKSON, RAINES, & RIBAUT MADE AN "F" ON THE FCAT PORTION OF THE TEST AND IS CONSIDERED AN INTERVENE SCHOOL
- NORTHSHORE K-8 HAS MADE AN "F" ON THE FCAT TEST
- THE STATE IS ONLY CONSIDERING THE FCAT PORTION OF THE GRADE FOR A SCHOOL'S ABILITY TO MOVE OUT OF INTERVENE STATUS
- SCHOOLS HAVE TO MAKE A "C" OR BETTER ON THE FCAT
 - **STATE'S OPTIONS:**
 - DISTRICT HAS TO CLOSE THE SCHOOL
 - DISTRICT HAS TO TURN THE SCHOOL OVER TO A CHARTER ORGANIZATION
 - DISTRICT HAS TO TURN THE SCHOOL OVER TO AN EDUCATION MANAGEMENT ORGANIZATION (EMO)

MOVING STUDENTS TOWARDS GREATNESS

State Options

- Close Schools and reassign students

NO

- Charter School Option

NO

- Education Management Organization (EMO)

NO

5



Ribault High School




SCHOOL I

SCHOOL II


- Early College High School (Grade 9-12)
- Early college high schools blend high school and college in a rigorous yet supportive program, compressing the time it takes to complete a high school diploma and the first two years of college.

- Academy of Leadership and Military Sciences (Grade 9-12)
- Program highlights include: foundations of leadership, career exploration employed by the Armed Services, development of organizational skills, and aviation administration. The program of study also includes finance, meteorology and astronomy; communications and advanced technologies; navigation and survival skills.

6



Raines High School




SCHOOL I

- **STEM and Information Technology (IT) Academy (Grade 9-12)**
- The STEM and IT Academy provides an opportunity for students to focus engineering design, principles of engineering, computer integrated manufacturing, civil engineering, web development, computer electronics, and computer networking using Cisco systems. Students will have the opportunity to earn industry certifications.


SCHOOL II

- **High School for the Performing and Visual Arts (Grade 9-12)**
- A comprehensive and sequenced program of study in the six arts disciplines - creative writing, dance, drama, instrumental music, vocal music, and visual arts, will be included with rigorous pre-college academic instruction across the curriculum.

7



Andrew Jackson High School



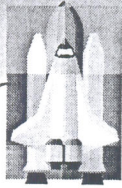
SCHOOL I

- **Health Sciences Academy (Grade 9-12)**
- The Health Sciences Academy is designed to offer a diverse educational experience in the health care industry. The Academy will focus on equipping students not only with rigorous STEM content but also with the skills, knowledge and expertise needed for health-related higher education, careers and economic development.

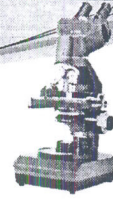
SCHOOL II

- **Leadership and Entrepreneurship Academy (Grade 9-12)**
- The Academy uses experiential learning and problem solving to educate young people on how to start and operate a business while instilling an understanding of the entrepreneurial mindset. Students learn how to master their career and financial futures and to think critically and independently.

8



North Shore K-5 School



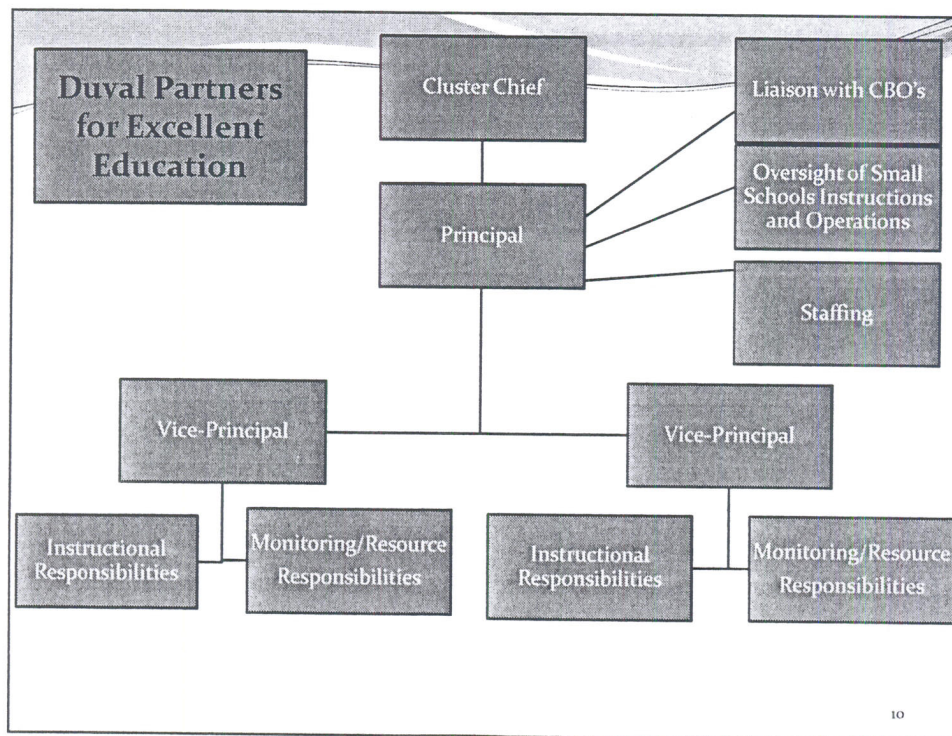
SCHOOL I

- STEM Academy (Grade PreK-3)
- The STEM Academy will provide the tools for exploration and invention while fostering a culture of collaborative inquiry with curriculum that emphasizes connections within and between the fields of mathematics and science with meaningful integration of technology to increase scientific understanding. Grade specific educational experiences for grades PreK-3.

SCHOOL II

- STEM Academy (Grade 4-5)
- The STEM Academy will provide the tools for exploration and invention while fostering a culture of collaborative inquiry with curriculum that emphasizes connections within and between the fields of mathematics and science with meaningful integration of technology to increase scientific understanding. Grade specific educational experiences for grades 4-5.

9



10

Duval Partners for Excellent Education

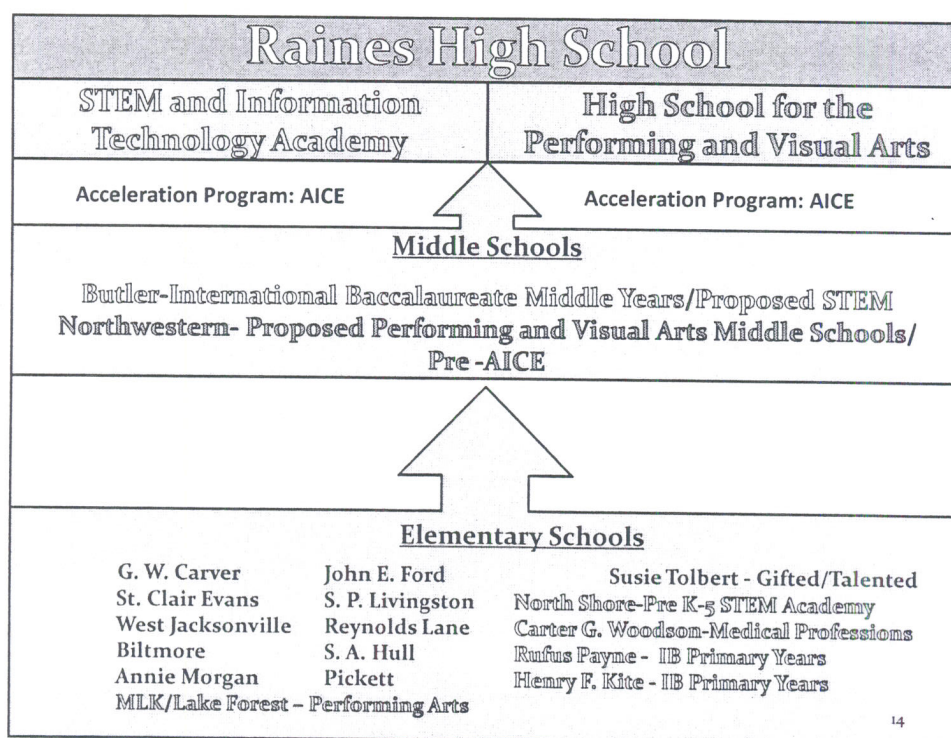
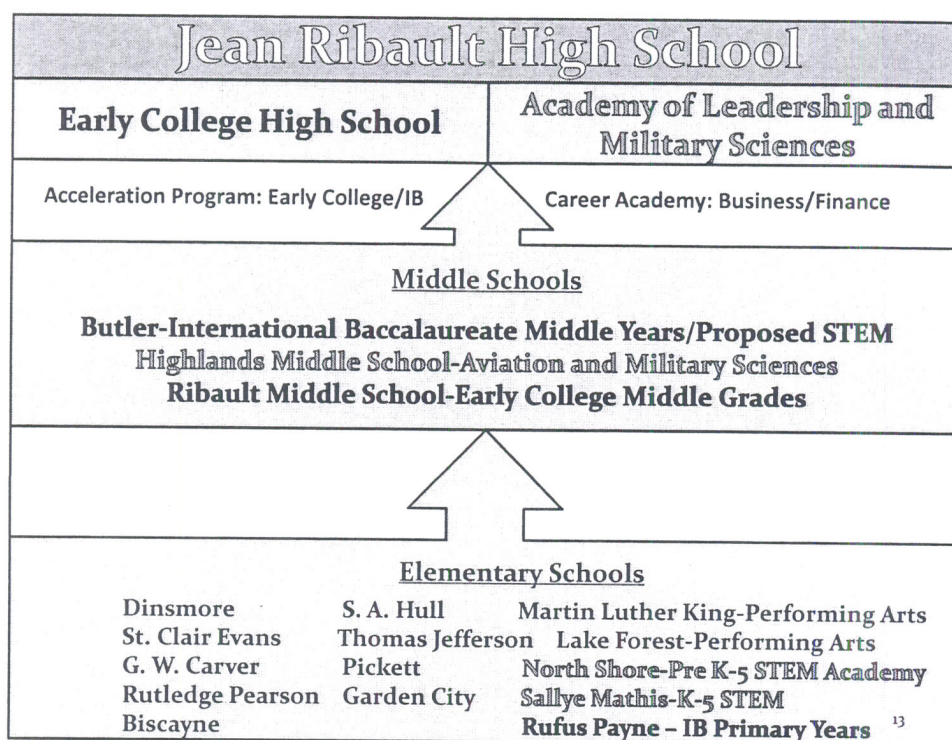
- A broad based group of community stakeholders who will serve in an advisory capacity to help us to Continue to Move our students toward academic, social, and emotional achievement.

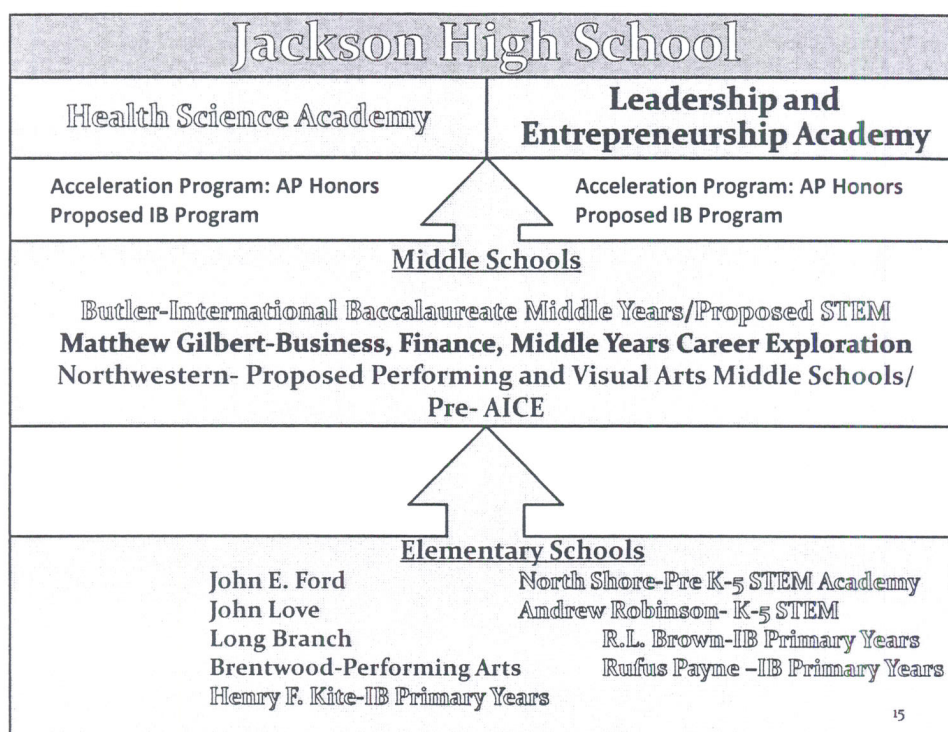
11

Student Mobility

	Students Coming	Students Leaving	Total Schools receiving 10 or more students
ANDREW JACKSON HIGH	250	665	477
NORTH SHORE K-8	271	344	178
JEAN RIBAUT HIGH	117	1318	1207
WILLIAM M. RAINES HIGH	126	1252	1161

12





15

QUADRANT	SCHOOL	PROGRAM(S)
East	Atlantic Coast	AP Honors
East	Duncan Fletcher	Cambridge AICE
East	Terry Parker	IB Diploma
East	Sandalwood	Early College
North	First Coast	AP Honors
North	Andrew Jackson	AP Honors
North	William Raines	Cambridge AICE
North	Jean Ribault	IB Diploma & Early College
South	Englewood	Early College
South	Mandarin	Cambridge AICE
South	Samuel Wolfson	IB Diploma
West	Baldwin	AP Honors
West	Nathan Forrest	Cambridge AICE
West	Robert Lee	Early College
West	Edward White	IB Diploma
Dedicated Magnets	Darnell-Cookman	AP Honors
Dedicated Magnets	Douglas Anderson	AP Honors
Dedicated Magnets	Paxon	IB Diploma & AP Honors
Dedicated Magnets	Frank Peterson	AP Honors
Dedicated Magnets	A. Philip Randolph	AP Honors
Dedicated Magnets	Stanton	IB Diploma & AP Honors

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