

CITY OF PALMETTO
PLANNING AND ZONING BOARD
516 8TH Avenue West
Palmetto, Florida 34221

SIGN WORKSHOP MEETING MINUTES
July 23, 2008 – 6:15 P.M.

BOARD MEMBERS PRESENT

Michael Burton, Vice Chair
Ed Bennett
Charlie Ugarte

BOARD MEMBERS ABSENT

Barbara Jennings, Chair
Robert Smith
Devin Harms
Jon Moore

SCHOOL BOARD APPOINTEE ABSENT

Mike Pendley

STAFF AND OTHERS PRESENT

Bob Schmitt
Ken Hawkins
Linda Butler
Tanya Lukowiak
Chris Lukowiak
Frank Woodard

The Sign Workshop of the Palmetto Planning and Zoning Board was called to order by Vice Chair Burton, in the Palmetto City Hall Commission Chambers, 516 8th Ave. W., Palmetto, Florida at 6:15 p.m. pursuant to notice being sent to the public and the Board members in accordance with Palmetto's City Code.

ORDER OF BUSINESS

1. Preliminary discussions regarding Signs in the City of Palmetto.

Action Request: None, discussion only

Vice-Chair Burton opened the workshop and turned the forum over to Mr. Schmitt. Mr. Schmitt stated the workshop is one of many and noted the entire City of Palmetto was notified of the workshop through flyers being inserted into their water bills. Mr. Schmitt presented a slide presentation of signs through-out the City of Palmetto compliments of Mr. Ed Bennett.

Mr. Bennett stated if we are going to have a sign ordinance it should be as basic as possible and shared a signage proposal with everyone present. The proposal is as follows:

1. All commercial signs shall be professionally constructed and limited to an area no greater than xx by xx.
2. All commercial signs shall be visible from both sides when not attached to the property being advertised.
3. All commercial signs shall not exceed the required height limit or thirty feet.
4. Commercial signs advertising a strip mall shall be restricted in size in accord with one above.
5. Multiple businesses located in a strip mall may be added to the sign outlined in four above, and each addition shall be no larger than xx by xx.
6. Temporary signs shall only be permitted for a period not to exceed fourteen days and must be approved by City Staff before being placed in public view. In the event that such temporary sign is in place pending the installation of a permanent approved sign, then the temporary sign may remain in place until the permanent signs installation is complete.
7. The use of all other temporary signs in any form shall be prohibited.
8. Approval of proposed and requested signage shall vest with City Staff in the Planning Department.
9. Code Enforcement Officers of the City of Palmetto shall be empowered to remove any signs that do not comply with this policy.
10. Deviation from this policy with respect to signage shall require a variation properly approved by the City Commission of the City of Palmetto.
11. City Staff shall not have the authority to decline any signage request, but rather refer this matter with the appropriate recommendation to the Planning and Zoning Board for forwarding to the City Commission for confirmation.

Discussion:

- Mr. Ugarte commented on #11 of the proposal suggesting if a sign comes before P&Z it should be for a variance request or hardship otherwise what criteria will be used to approve or disapprove. Also on #9, are Code Enforcement allowed to remove signs? The signs are removed only if they are in the City's right-of-way.
- Vice Chair Burton stated temporary banners are ok to help get a business up and running; also the sandwich board (A-frame) signs and the wire stake (snipe) signs that you stick in the ground and remove are ok for a temporary use, just not a lot of them. Vice Chair Burton stated he would be hesitant to come down hard on businesses that use sandwich board signs, especially the one that put their sign out and take them in at the close of business day. And some businesses sit back off the road and rely on those signs.
- Commissioner Ball, 900 9th Ave E, commented that a lot of the banners are not business signs but instead advertising the specials of the week.
- Kim Binkley-Seyer, Seyer Group complimented Mr. Bennett on the sign slide presentation. Ms. Seyer explained the roles certain types of signage play. Types of signs hinges upon type of business. Any business that is looking to come into an area looks at population, traffic flow and your signage codes. Ms. Seyer stated there are three studies regarding signage, how effective, the size, the distance and lettering, and will be glad to deliver that information to Mr. Schmitt.
- Verlin Woods, McDonalds Corporation, commented that signage and banners are very crucial, and with today's economy people are looking for value and banners help display that. In the very early stages of looking for a site to develop, signage is very important. Banners, specifically window banners are least obtrusive, easy to maintain, cleaner and neater versus the hanging grommet banners and suggested differentiating between the window banner and grommet banner in the code if it does not do so already.
- Karen Shultes, 408 7th Street, commented that small businesses cannot afford to comply with the stipulation put on businesses for signs. It is too expensive to maintain. It is a very important fact, at

certain times; temporary signs need be used, and would like to see more leniencies given to those signs. Ms. Shultes stated the procedures to get a sign permit need to be reviewed. Also would like to see options offered for the structural integrity of signs.

- Raymond Varnadore: 1706 8th Ave., stated meetings on signs has been held in the past and has not been enforced in the past. The big businesses need to have the same regulations as the little guy. McDonalds as far as they are concerned has been established here for many years and don't think they need a huge sign to let people know where they are. Palmetto has many businesses for rent or for sale and they are struggling and need all the help with signage they can get. Mr. Varnadore also commented on the P&Z July 14th approval of the C&D Migrant Housing Conditional Use Permit, stating, the migrant labor camp that is less than a block from Main Street, which is not part of the sign workshop won't do anything for Palmetto either. If we are talking about Venice and the way it looks and we want to upgrade Palmetto to look better, then that is a step in the right direction.

Vice Chair Burton stated there will be multiple workshops and meetings, if you represent the business community or residential, please participate and encourage others to do the same.

Mr. Schmitt stated we would like to keep the sign ordinance as simple as possible.

Vice Chair Burton suggested researching on-line temporary sign permits.

Vice Chair Burton closed the workshop.

Adjourned: 7:30 pm

CITY OF PALMETTO

SIGNAGE PROPOSAL

Wednesday, July 23, 2008

The signage issue has existed without resolution in Palmetto for more than ten years and the following is an organizational proposal for dealing with this issue in a simple by effective manner.

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July 23, 2008

Palmetto Planning and Zoning Board SIGN-IN SHEET

Sign Workshop Meeting

Name		Address		Affiliation		Project	
Kim Bokky Seyar Telephone	7321 Merchant Ct						
941-552-2200	Fax 552-2210	850 443-8800	Cellular	Kim@seyarslaw.com			
VERLIN WOODS Telephone	10116 DOUGLAS OAKS CIRCLE			MSPONDONS			MEN'S
813.470.9042	Fax 813.200.1280	813.630.9634	Cellular	VERLIN.WOODS@US.MCP.COM			
	Address			Affiliation			Project
Telephone	Fax		Cellular	Email			
Name	Address			Affiliation			Project
Telephone	Fax		Cellular	Email			
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