

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

COMMUNITY SIGN WORKSHOP MEETING MINUTES
August 13, 2009 – 6:00 P.M.

BOARD MEMBERS PRESENT

Michael Burton, Chair
Jon Moore
Chris Moquin
Eric Gilbert
Jim Pastor

STAFF AND OTHERS PRESENT

Tom McCollum
Linda Butler
Frank Woodard

The Community Sign Workshop was called to order by Chair Burton, in the Palmetto City Hall Commission Chambers, 516 8th Ave. W., Palmetto, Florida at 6:00 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. Community discussions regarding Signs and The Sign Ordinance in the City of Palmetto.

Action Request: None, discussion only

Chair Burton opened the community workshop with an introduction of Board Members and Staff and turned the forum over to Mr. McCollum.

Mr. McCollum presented a slide presentation of signs throughout the City of Palmetto, compliments of Mr. Ed Bennett, P&Z Board Member.

Mr. McCollum noted Webster's dictionary defines signs as a letter board or other display use to identify or advertise a place of business; it is a posted command, warning or direction. There are basically two kinds of signs that exist, advertisements and directional.

Mr. McCollum presented an overview of types of signs available in the urban community.

Chair Burton opened the workshop for comments.

Comments:

- Mr. Jim Conklin, 1304 A 28th Ave W. stated he is interested in non-profit signs versus commercial signs. Mr. Conklin also noted he is interested in placing temporary, 10 to 14 days, two-sided banner signs above the street to advertise for non-profit functions. Mr. Conklin stated the 1st Methodist Church of Palmetto hosts events monthly.
- Mr. Moore, P&Z Board Member, stated as a point of interest, Safety Harbor does it quite often and would recommend checking with them regarding their sign ordinance; they have an exceptional sign ordinance.
- Chair Burton noted 8th Ave is a state highway; therefore we will have to check with Department of Transportation (DOT).
- A letter was read into the records by Linda Butler on behalf of Ms. Elizabeth Bluangtook, 2111 21st W. The main point highlighted was uniformity.
- Ms. Connie Ford, 1205 2nd Ave W. stated she has scriptural signs in her yard and hope she will not be instructed to remove them. Ms. Ford also read a scripture from Deuteronomy 6 chapter, verse 6 regarding her inspiration to place the signs in her yard.
- Ms. Stephenie Frisbie and Ms. Charlene Compton, Pink Rooster Antique Shop, 414 10th Ave W., interested in off site signs. Each time they place signs out, they are removed, although they have permission from the business to place their signs at the location. They spoke with the Mayor and she said she will talk about monument signs.
- Chair Burton stated there has been talk about monument signs to identify businesses that are not on the main street.
- Ms. Eve Joy, 802 25th Ave W., concerned with uniformity and questioned if old signs will be grandfathered. Ms. Joy also asked if signage in residential areas for professional business will be allowed.
- R. W. Miller, 609 18th Ave W, former Zoning Appeals Member and CRA, stated the sign ordinance should be simple it should include square footage, which should be the main focal point.

Mr. McCollum stated he agrees with Mr. Miller to keep the ordinance simple and would like to coordinate with the Planning Commission to strategize and move forward with the Sign Ordinance.

Mr. Pastor, P&Z Board Member, stated the grandfather clause is going to be the big issue. Chair Burton agreed.

Mr. Moore, P&Z Board Member, requested from Mr. McCollum a pdf of the 2005 Sign Ordinance.

Chair Burton suggested once a draft sign ordinance is available to have it placed on the web with a link for comments. Chair Burton informed the public there will be more workshops and meetings and encouraged them to attend and participate.

Chair Burton closed the workshop.

Adjourned: 7:00 pm

Community Sign Workshop 8-12-09

SIGN-IN SHEET

PRESENT

Name	Address	Affiliation
Stephenie Frisbie	414 10 th Ave W. Palmetto	
Telephone 941-565-6105	Fax	Cellular
		Email Stephenieervine@yahoo
Charlene Compton	414 10 th Ave W. Palmetto	
Telephone 941-981-3260	Fax	Cellular
		Email
Peter Vander Noort	Regatta Pointe Marina	
Telephone 941-586-0808	Fax	Cellular
		Email
Gladys S. Houston	Sailer Bail Bonds 1610 8 th Ave. W. Palmetto	
Telephone 941-722-5270	Fax	Cellular
		Email
Gracie Garcia	Pet's Life Naturally 523 8 th Ave W. Palmetto	
Telephone 941) 723-1715	Fax 941-729-2504	Cellular
		Email www.Petlifenaturally.co
R. Miller	609-18 th Ave W. Palmetto	
Telephone 722-2770	Fax	Cellular
		Email herns@junior.com
E.V.E. Joy	802 25 th Ave, W Palmetto	
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	mailing address: PO Box 284 Address Terra Ceia, FL 34250	Email evejoy33702@yahoo.com
Jim Conklin	1304 A 28 th Ave W Palmetto	
Telephone 722-4186	Fax	Cellular
		Email jconklin@verizon.net
Connie Ford	PO 484 Pal FL 34220	
Telephone	Fax	Cellular
		Email

**City of Palmetto Planning & Zoning
Board Comment Form**

Name: TIM CONKLIN

Address: 1304 A 28th Ave W Palmetto

Topic: Signs

**City of Palmetto Planning & Zoning
Board Comment Form**

Name: Elizabeth Buangtok

Address: 2111 21st W

Topic: Sign (Please Read E-Mail
Into the Record)

Dear Mr. Hawkins,

Please read my thoughts at the workshop on signs in Palmetto Thursday.

I'd be there, but this week my daughter and son-in-law are driving me about the congested, dead urban sprawl around Los Angeles. The mountainsides from the freeways are strewn with every color, shape and material of roof and building - expensive residences - but the hodgepodge makes the mountainsides look like garbage dumps.

– Much of Hollywood and Sunset boulevards are like driving through another dump - no trees, enough cars for a continual parking lot, decaying buildings - but mainly, every color, shape and size of commercial sign from window displays to billboards - all blare ugliness. I doubt the blocks with trees and mountain views would draw tourists but for the movie stars. Locals say 20 years ago their area looked like ours. Already commercial buildup and chaotic signs are making U.S. 19 north of St. Pete look as desolate and ugly.

An exchange student showed me pictures of his German province. Up the sides of valleys, stretched breathtakingly beautiful green forests. There were houses amid the green, lots of them. However all had terracotta roofs and blended their clay orange into the natural green. It was a suburban area with a palette of forest green and earth terracotta. No billboards. Without the movie stars, which valley would people visit?

Our Palmetto Wal-mart sits amid a gray of hot concrete, while the Bradenton Target off U.S. 41 is nearly hidden in a park of trees. Our Sweetbay also sits in a bare, dead concrete lot. Publix on Longboat key is almost hidden in a forest. If the drives were equal, where would most people shop?

Sarasota, St. Pete, Tampa, are revitalizing their downtowns. When my family lived on Point Pleasant, just west of Bradenton's downtown, my teenagers would drive out of Bradenton to go to a movie or to dinner in downtown Sarasota or St. Pete or Tampa . . . Palmetto? Why go there?

Santa Monica, California has closed off several blocks near its waterfront for pedestrians only, and has art galleries/restaurant/theaters/musicians/farmers' markets/community events/etc. busy there all week, day and night. How much revenue does it bring the city?

Atlanta has built Atlantic Station: a public square surrounded by interesting shops and restaurants with condos above. Signs were visible but of a single, tasteful format. When I visited, a high school band was playing in the square. Lots of people walked about the shops. Parking is designed out of sight. Downtown is nearby.

Atlanta's or Gainesville's' brick buildings, interspersed with parks and greenery, make beautiful cities, bustling with shops, restaurants and pedestrians. My daughter and son-in-law walked to UF when they studied architecture there. And they could walk from their apartment in Midtown Atlanta to the high-rise downtown where they interned in an architecture firm. Do zoning laws require brick construction?

Vancouver, Canada requires its tall buildings to use only blue glass and its skyline is awesome. It has lots of trees and mixed-use zoning close to its downtown skyscrapers, where people are tying kayaks or skis on their cars in front of their apartments weekend mornings - like in a village. Add a waterfront of parks, shops, museums, and trees for a city that my kids call one of the most beautiful and livable in the world. They've studied in Europe and are convinced that cities should have pedestrian people-places at their core. And Palmetto has potentially the very best: a waterfront directly attached to its city center, not split by a highway like Sarasota or Santa Monica - a people-friendly, walkable grid of streets coming north from our waterfront, many already with trees.

Imagine a beautiful, commercially vibrant downtown Palmetto, if we do 3 things.

#1: Close several blocks near the water to vehicles. Help a pedestrian/arts/community/shopping center grow in downtown Palmetto with multi-use buildings - condos/apartments upstairs & shops below, and add even more points of interest and beauty to our waterfront.

#2: Make all the city one big park. Line roads north to the fairgrounds, east past 8th Avenue, and west past 14th Avenue with trees - many live oaks that meet overhead like the romantic old south. If we plant them tourists will come!

#3: Imagine no cluttering billboards or signs breaking this green - no glaring, blaring, garbage of clutter, of shapes, colors, etc. - but smaller scale, attractive signs announcing the shops in this forest . . . like at the Longboat Key Publix in its wooded park, or the Publix across from the Van Wezel in Sarasota, with fewer trees, but still the smaller scale, artistically attractive sign in a more natural palette. Gainesville stops a visitor's breathe at its wooded beauty and hides a shopping center and a Publix in a forest - with a tasteful sign on the corner.

Publix is more expensive but lots of people shop there. My kids call it pleasant. Publix thinks trees, greenery and signs of tasteful size, attractive design and restful palette help draw customers - not big, blaring signs. Their stock and sales increases say they're right!

If we follow suit, imagine the reputation we'd build, the tourists and customers we'd draw - the income a wooded, pedestrian friendly Palmetto will bring. In my mother's modern furniture store in South Gate in Sarasota, walk-by-traffic equaled customers. Imagine our 8th avenue a vista of trees with signs, perhaps of wood, all of the same format, type, color palette, and height along the street's length. Commercial trademarks will fit the center of such signs, as in the Publix store signs mentioned.

So open some blocks near the river to pedestrians only, build mid-rises with shops downstairs and residences upstairs, plant trees, AND study sign designs in use elsewhere, consult sign artists, AND IMPLEMENT UNIFORM SIGNAGE FOR PALMETTO!

Elizabeth Bluangtook
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