



August 15, 2014

The Honorable Clay Yarborough, President
 The Honorable Ray Holt, LUZ Chair
 The Honorable William Gulliford, Rules Chair
 The Honorable Donald Redman, RCDPHS Chair
 And Members of the City Council
 City Hall
 117 West Duval Street
 Jacksonville, Florida 32202

RE: Planning Commission Advisory Report
Ordinance No.: 2013-493 Regulation of Off-Site Commercial Signs

Dear Honorable Council President Yarborough, Honorable Council Member and LUZ Chairman Holt, Honorable Council Member and Rules Chairman Gulliford, Honorable Council Member and RCDPHS Chairman Redman, and Honorable Members of the City Council:

Pursuant to the provisions of Section 30.204 and Section 656.129, *Ordinance Code*, the Planning Commission ("PC") respectfully offers this report for consideration by the Land Use and Zoning Committee ("LUZ"), the Rules Committee, and the Recreation, Community Development and Public Health and Safety Committee ("RCDPHS").

• Recommendation by JPDD: Approve Approve with Conditions Deny

• Recommendation by PC to City Council Committees: Approve Approve with Conditions
 Deny

• PC Commentary: The Planning Commission, meeting as a body, spent a total of approximately 15 hours reviewing the proposed language of the bill, taking public comment, and discussing the merits of many ideas. Based upon these efforts, the following are offered to aid the Council Committees in their deliberations:

1. Attached to this letter is a Redline version of the Commission's recommended changes to the Rules Committee substitute. Please print this in color as it is color coded.
2. The Planning Commission requested that a list be prepared by both the proponents and the opponents of this legislation, and reviewed by the Office of General Counsel ("OGC"), identifying the roadways upon which off-site commercial signs (billboards) would be prohibited currently, based upon the various settlement agreements between the City and the billboard industry ("Currently Prohibited Roadways"). They felt this would be a useful tool for the Council Committees in deciding upon where billboards would be prohibited in the future, based upon

any ordinance change. At the time of this writing, there is no finalized list that has been reviewed by OGC. The proponents submitted a list to OGC, and the opponents indicated that they will be submitting their version on August 18, 2014. The list submitted by the proponents is attached.

3. The Commission requested that OGC craft language that would insure that nothing in the bill would transform an existing illegal billboard into a legal billboard and takes into account the billboards currently the subject of litigation. This relates to the "Special Exemptions" language proposed to Section 656.1303, *Ordinance Code*. The language proposed by OGC can be found in the Redline on page 10, lines 4 through 14.
4. The Commission did not take up for discussion any portion of the proposed bill that was not contained in Chapter 656 of the Ordinance Code. Suggested changes to the Charter or Chapter 614, Ordinance Code are not within the jurisdiction of the Planning Commission.
5. The Planning and Development Department created an updated Staff Report over the weeks that the Planning Commission deliberated this legislation. That Staff Report, which refers to the Rules substitute, is also attached.

● PC Vote: 6-1

	<u>Aye</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Tony Robbins, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Hagan, Vice Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S. Lisa King, Secretary	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nate Day	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lara Diettrich	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jerry Friley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marvin Hill	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dow Peters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have any questions or concerns, please do not hesitate to contact me at your convenience.

Sincerely,



Folks Huxford, Chief
Current Planning Division
Planning and Development Department

PLANNING & DEVELOPMENT DEPARTMENT