



**Minutes of the
Community Redevelopment Agency
Regular Meeting
Monday, October 13, 2014 @ 6:30 p.m.
Council Chamber, City Hall**

1. CALL TO ORDER

2. ADOPTION OF AGENDA

Motion to adopt the agenda was made by Boardmember Wheeler; seconded by Boardmember Gudis.

Motion carried unanimously.

3. PRESENTATIONS

4. UNFINISHED BUSINESS

5. APPROVAL OF CONSENT AGENDA

A. *Approve Minutes of CRA Meeting held September 22, 2014*

Motion to approve was made by Boardmember Gudis; seconded by Vice Chair Brown.

Motion carried unanimously.

6. PUBLIC INPUT

7. CRA ATTORNEY

8. CRA ADMINISTRATOR

A. *Discussion on Community Signage in the CRA Downtown District*

Background: Agenda sheet **Requested Motion:** None – Discussion Only

Summary:

A couple years ago staff discussed the idea of having community signage that would advertise community events. Since we are going to be amending the sign ordinance to clarify how often a displayed message can be changed, staff felt this would be a good opportunity for discussion.

The City Code does not allow animated or flashing signs, but does allow internally illuminated signs in certain districts. Currently a property owner can display a static message on an “electronic sign”. Since the sign is electronic, and easily capable of being modified, staff is seeking guidance on how often the message can change.

The existing code addresses changeable signs from a manual sign perspective, but is otherwise silent on the frequency of how often a manually “changeable sign” can be changed...once a day, once an hour, once a minute...etc. As mentioned above, the City Code does not specifically define “electronic signs” or how often the message displayed on an “electronic sign” can be

changed. Therefore, it would be appropriate to have our code define “electronic signs”, determine whether or not they will be allowed, and if so, determine how often the message on an electronic sign can be changed. Since we have some existing “electronic signs” in the city limits, it would be appropriate to allow “electronic signs”, with the understanding that our prohibitions on animation and flashing would still apply. As far as changing the message on an electronic sign, staff does not believe that changing the message once per hour would significantly impact the aesthetics in the city, create distractions or endanger public safety.

Staff brought a draft Ordinance to the Council that was recommended by the Planning Commission in July 2013. This draft Ordinance amends the sign code to allow electronic signage, specifically the phasing of the message and brightness. We are attaching the outline of the Ordinance that went to the Planning Commission along with the minutes from the Planning Commission for your convenience.

During the last discussion concerning Community Signage it was suggested that the signage be placed at each end of US 19 (depending on cost). Once the Ordinance is amended and we know what type of signage can be installed, staff will come back with a cost estimate and a process outlining the rules for having a message displayed on the sign.

Staff Recommendation: None

End of Agenda Sheet]

Ms. Gorman first provided a brief explanation of the item and draft ordinance previously recommended by the Planning Commission, and then opened up the item for discussion.

Boardmember Wheeler stated that it would help to have visuals, and asked what percentage of the sign can be illuminated?

CRA Attorney Angeliadis advised that current code does not define electronic signs at all, which creates difficulty from a regulatory and enforcement standpoint. For example, staff agrees that there is a distinction between an internally lit sign and a lit sign, and a distinction between an electronic sign and an animated sign; however, this type of detail is not referenced in the current ordinance.

Boardmember Wheeler then asked how the ordinance would address plazas with multiple businesses. She went on to state that she does not favor animated signage, but is in favor of adding more clearly defining sign-related ordinances.

Boardmember Holmes proposed that staff come back with more specifics information, including visuals, stating that he is in favor of getting more info.

Vice Chair Brown stated that he was in favor of seeing a reasonable, defensible code regarding electronic signs, and asked how Council felt about the signs.

Boardmember Gudis advised that Ms. Gorman and staff should make recommendations.

Chairman Farley stated that too much abuse was possible with this type of signage, governing this type of signage would be difficult, and would not fit the image of the City

Vice Chair Brown concurred that this type of signage did not fit the image of the City.

General consensus of the Council was for staff to bring back more information.

9. COMMUNICATIONS

10. BOARD MEMBERS COMMENTS

A. *Jim Farley, Chair*

B. *Mike Gudis*

C. *Paula Wheeler*

D. *Ken Brown, Vice Chair*

E. *Robert Holmes*

11. PUBLIC INPUT

Dee Atkins, 3851 N. Nokomis Pt.- Advised that she will look into what other cities do regarding signs in their CRA downtown districts, including Mt. Dora and Tavares, etc.

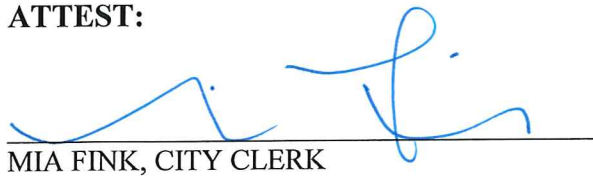
Chairman Farley agreed.

12. ADJOURNMENT

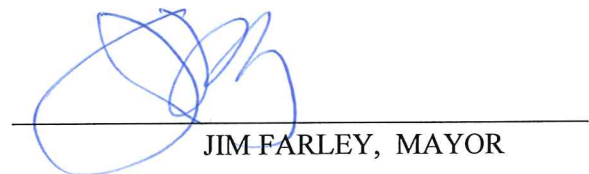
Chairman Farley adjourned the meeting at 6:54 p.m.

CITY OF CRYSTAL RIVER

ATTEST:



MIA FINK, CITY CLERK



JIM FARLEY, MAYOR