

**CITY OF PALMETTO  
CITY COMMISSION WORKSHOP MEETING  
December 1, 2014  
4:30 PM**

Elected Officials Present

Shirley Groover Bryant, Mayor  
Jonathan Davis, Vice Mayor, Commissioner-at-Large 1  
Tamara Cornwell, Commissioner-at-Large 2  
Harold Smith, Commissioner, Ward 1  
Tambra Varnadore, Commissioner, Ward 2  
Brian Williams, Commissioner, Ward 3

Staff Present

Mark Barnebey, City Attorney  
Jeff Burton, CRA Director  
Jim Freeman, City Clerk  
Allen Tusing, Public Works Director  
Rick Wells, Chief of Police  
Debra Wotihe, City Planner  
Amber Foley, Assistant City Clerk

Mayor Bryant called the meeting to order at 4:30 p.m.

RECOGNITION: Mr. Freeman presented the FY 2013 Certificate of Achievement for Excellence in Financial Reporting to the City's Finance Department.

RECOGNITION: Mr. Freeman presented the FY 2014 Distinguished Budget Presentation Award to the City's Finance Department.

1. ELECTRONIC MESSAGE CENTER (EMC) GUIDELINES

Mrs. Woihe and Mr. Burton developed these Guidelines after the recent approval of the Pet's Life Naturally electronic sign. These Guidelines are not intended to promote use; instead, they are to provide a standard on what the City would like to see for signs as they come forward. The Guidelines are as follows:

1. Only one (1) EMC sign is permitted on a zoning lot for each street on which the development fronts and the sign is visible unless additional EMCs are approved by the City Commission.
2. Brightness will be automatically adjusted to ambient light conditions at all times of day and night. Brightness shall not exceed 5,000 lumens in the daytime and 1,500 lumens at night.
3. The display shall not change more frequently than once every 16 seconds.
4. The transition from one image to another shall not flash or scroll.
5. The sign will not be used to play video or render animation (it will be static, non-motion).
6. No sound shall be emitted from the sign.
7. The sign shall be made available for City of Palmetto/Community Redevelopment Agency public messages related to emergencies and special events.

Commissioner Varnadore would like staff to create a simple system with businesses for the City to contact them and ask for the utilization of their electronic sign for emergencies.

Commissioner Varnadore requested information be provided to her regarding the City's electronic gateway sign; specifically related to when the sign will be first visible to a driver and then how long will it be seen based on the 16 second interval. Grant Vosberg, Robson Corporation, will gather data before

the 7:00 p.m. meeting (where the request for adoption of the Conditional Use Permit for the Gateway Sign is on the agenda) and provide the Commission with that specific information.

Commissioner Varnadore reminded Commission to be aware and think about what the City will do if every business along 8<sup>th</sup> Avenue starts to come forward to ask for a Conditional Use Permit for an electronic sign; is that the look that the City would like down one of the main corridors?

Commissioner Williams opined that, in regard to number 7, the City should designate who will be in charge of contacting the businesses to ask them to display the City emergency message.

Commissioner Cornwell requested a map of the City to show what 8<sup>th</sup> Avenue and 10<sup>th</sup> Avenue would look like if there were one electronic sign at each business.

Discussion ensued regarding Guideline number 7; specifically the special events part. Mayor Bryant stated that it would be for City sponsored events only. Commissioner Cornwell disagreed and stated that asking for a business to allow the City to use their electronic sign to advertise for an event should not be a requirement. She opined that the business can do that if they would like to help the City or CRA out; but it should in no way be a specific guideline or requirement. Special events will be removed from Guideline number 7.

Mayor Bryant will contact the School Board to inquire about their policy on the use of Electronic Signs for advertising.

Attorney Barnebey will have these ready for adoption at the next Commission meeting.

## 2. RIVERSIDE PAVILION CONCEPTUAL DISCUSSION

Mr. Burton discussed the permitted uses handout he presented to Commission before the start of the meeting. He explained that West Coast Inland Navigation District (WCIND) has a grant opportunity for the development of the pavilion at Riverside Park (next to the new boat ramp). Mr. Burton would like to have a conceptual plan developed and ready to be able to apply for the WCIND grant in February. He asked Commission for ideas and feedback on what they would like to see done at the pavilion. Mr. Burton displayed pictures of the pavilion, showing areas of it that need to be updated and repaired.

Discussion ensued regarding what should be developed at the pavilion. Mr. Burton stated he would like to see a bait shop as the end design for that area. He opined it would be a good fit seeing as it is so close to the boat ramp.

Mayor Bryant would like to gather a consensus of what should be done there so that Mr. Burton can have a conceptual made.

This item will be discussed further at tonight's CRA Board meeting.

Mayor Bryant adjourned the meeting at 6:03 p.m.

Minutes approved: December 15, 2014

*James R. Freeman*

James R. Freeman  
City Clerk