



City Commission Work Session Minutes

September 12, 2024 at 1:00 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Mayor Sheila DeCiccio, Commissioners Craig Russell (virtual), Kris Cruzada and Todd Weaver, City Manager Randy Knight; Assistant City Manager Michelle del Valle and City Clerk Rene Cranis.

Absent

Commissioner James Sullivan

Also Present

Nort Northam, owner of 2600 W. Fairbanks, site of previous billboard
Craig Swygert, Clear Channel Central Florida Branch President
Meredith McKenna, Clear Channel Central Florida Vice-President of Real Estate Affairs

1. Meeting Called to Order

Mayor DeCiccio called the meeting to order at 1:00 p.m.

2. Discussion Item (s)

- a. Billboard request for Nort Northam and Clear Channel.

Mr. Knight provided the background of the billboard at Fairbanks and I-4, which was destroyed in the 2004 hurricanes. Because it is a non-conforming use, commission approval is required to rebuild. The city's practice has been to allow billboards but only if there is a swap where another billboard is removed.

Mr. Swygert said Clear Channel (CCO) is seeking to build a new billboard on same property. In exchange for the city's approval of a digital billboard, they are offering the permanent removal of three other billboard signs (1872 and 2095 W. Fairbanks and 2522 Aloma Avenue). He showed renderings of the new billboard with no plans to build at the maximum height of 85 feet, but only at the height to clear the barrier walls. He presented three options:

1. Immediate removal of all three CCO owned printed inventory that includes permit approval to remove vegetation (tree) to clear previously approved digital billboard at 605 N. Orlando Avenue. Permit approval for a back-to-back digital billboard at 2600 W. Fairbanks.
2. Gradual removal of all printed inventory that includes immediate removal of two billboards on Fairbanks and removal of the billboard on Aloma by 2040 in order to honor commitments in place. Permit approval for a back-to-back digital billboard at 2600 W. Fairbanks.

3. Removal of all inventory on Fairbanks Avenue only, with permitted approval for a billboard on Fairbanks Avenue. Permit approval for back-to-back billboard with one digital and one printed face.

Mr. Swygert and Ms. McKenna responded to questions stating new light blocking technology minimizes light exposure near residential areas. Mr. Northam noted that the lights will not be visible in Lake Killarney neighborhood and the lighting is obscured by large tree canopy from the residential area on the south side. Each option includes fee simple property ownership of 1873 W. Fairbanks Avenue transferred to the City. Mr. Knight noted that the property is too narrow to develop separately, but an adjacent property owner may be interested in purchasing.

In depth discussion followed on the options, particularly on the commission's preference not to remove the oak tree on 17-92. Mr. Swygert asked for consideration to plant a smaller tree or new landscaping that doesn't interfere with visibility of the billboard. If an agreement could be reached on a landscape plan and to allow a digital face, they would immediately remove all billboards including the Aloma Avenue billboard.

Mayor DeCiccio expressed her preference for removal of all billboards and that the new billboard be digital on one face and static on the side facing the nearby neighborhood. Commissioner Cruzada agreed. Other options were presented and discussed.

Mayor DeCiccio said she would like input from the neighborhood and would not agree to a double-digital billboard without the support of the neighborhood. Discussion was held on obtaining community input. Mr. Northam said he would be happy to talk to residents, but would need to know the proposals under consideration.

3. Adjournment

The meeting adjourned at 1:59 p.m.

Mayor Sheila DeCiccio

ATTEST:

City Clerk Rene Cranis