

PLANNING BOARD MEETING MINUTES

March 24, 2025 4:00PM

MEMBERS PRESENT: David Hubbard, Chair
Sam Angelides, Jr., Vice Chair
Terri Grocott, Member
Cindy Perry, Member
Shawn Rae, Member

STAFF PRESENT: Brandon Berry, Senior Planner
Kristin Coman, Senior Planner
Laura Canary, Community Development Director
Ralf Brookes, Interim City Attorney
Ariana Wilson-Romo, Admin. Assistant – Clerk's Office

Chair Hubbard called the meeting to order at 4:00 PM, followed by the Pledge of Allegiance.

1. Approval of the Agenda –

Motion: Member Rae moved, and Member Perry seconded, to approve the March 24, 2025 agenda as presented; the motion carried unanimously.

2. Audience Comments – There were no comments.

3. Approval of Minutes – January 27, 2025 Meeting Member Perry noted a typo.

Motion: Member Rae moved, and Member Perry seconded, to approve the January 27, 2025 minutes with the correction: the motion carried unanimously.

4. Action Items (Sitting as the Local Planning Agency) –

Chair Hubbard adjourned the meeting as the Planning Board and reopened as the Local Planning Agency (LPA) at 4:04 PM.

a. Election of Officers 2025-26

Motion: Member Rae moved, and Member Perry seconded, and the motion carried 5-0 to reappoint David Hubbard as Board Chair and Sam Angelides Jr. as Vice Chair for 2025-2026.

b. Ordinance 2025-10: Sign Ordinance (Land Development Code Division 26) Amendments

AN ORDINANCE OF THE CITY OF ST. PETE BEACH, FLORIDA FOR THE PURPOSE OF ADOPTING AMENDMENTS TO LAND DEVELOPMENT CODE DIVISION 26 SECTIONS 26-1 THROUGH 26-42 ENTITLED SIGN ORDINANCE TO ENSURE CONTENT-NEUTRAL SIGN DEFINITIONS, STANDARDS, REGULATIONS AND REQUIREMENTS, AND ADOPTING AMENDMENTS TO THE REQUIREMENTS FOR PERMITTING, ENFORCEMENT, AND MAINTENANCE FOR NEW, EXISTING AND NONCONFORMING SIGNS IN ALL ZONING DISTRICTS; PROVIDING FOR CODIFICATION; CONFLICTS; SEVERABILITY;

CORRECTION OF SCRIVENER'S ERROR; CONSTRUCTION; PUBLICATION; AND AN EFFECTIVE DATE.

Philip DiMaria of Kimley-Horn Associates reviewed a presentation that is made part of the record. The presentation outlined the purpose of the Sign Ordinance, which was to reduce sign pollution and improve the look and quality of signage in St. Pete Beach. Mr. DiMaria provided an overview of the City's zoning districts, explaining that each district is governed by its own sign code, resulting in a total of 15 distinct groups. He noted that some of these groupings apply to only a limited number of parcels. The presentation covered the following:

- Updated regulations for nonconforming signs
- Improved standards for Electronic/LED signs
- Provisions for inspection and maintenance of signs
- Implements general sign requirements based on best practices and adjacent communities
 - Material and design compatibility
 - Modern specific sign standards
 - Clarifies artwork vs. painted wall signs
- Simplifies permitted signs and standards by zone districts

Member Perry inquired about the removal of billboard signage. Mr. Berry explained that the language was removed in accordance with the City's prohibition on billboards. He also noted that, to his knowledge, only one billboard remains within the City.

Member Perry shared some photos on the overhead which are made part of the record. She expressed concerns regarding the definition of "artwork," stating that it may be used as a means to circumvent the City's sign ordinance. Design aspects were discussed.

Attorney Brookes touched on content neutrality and asked if the City had an art review board.

Member Perry also noted in the photo displayed that the Tradewinds name is on the side of the building towards the top. However, in the proposed ordinance, no signs are permitted to be higher than two stories.

Member Grocott brought up the Hilton Garden Inn which currently has a sign that is five stories up. She questioned if that meant they would need to remove the sign and when. Mr. DiMaria stated there is no requirement for removal unless there is damage to the building or the sign. Board discussion ensued on sign placement.

Mr. DiMaria clarified that the Planning Board would like to strike the maximum height of two stories and permit below the roof line.

Member Perry identified several errors and typos. She also expressed concerns regarding section 26.18 (g) and noted a conflict with the proposed beach ordinance. Mr. Berry clarified that this is what is currently adopted but acknowledged there are opportunities to make it more consistent with recent amendments.

Member Grocott noted that there are no references to wildlife protection specifically sea turtle lighting. Attorney Brookes clarified that it can be added. She also noted that section 26.2 defines abandoned signage being removed. She questioned if that includes post-natural and man-made

disasters such as hurricanes. Specifically, she inquired whether business owners would be required to remove damaged signage within 90 days under these circumstances. Discussion ensued on verbiage to add/remove to the definition. Member Rae noted some hardships small business owners will face specifically with costs.

Member Grocott expressed concerns with signs on public lands, temporary signs, window signs, and wind signs. She also noted there are no specific historic limitations for the Pass-A-Grille overlay. Attorney Brookes discussed the possibility of including exemptions for historic signs.

Member Rae inquired how many businesses would be required to completely replace signs at this time. Mr. Berry indicated about four or five signs were completely dismantled and need to be replaced based on the City's current 50% limitation. Member Rae voiced concerns about restricting businesses' ability to communicate effectively, particularly during a time when generating business is already challenging. Board discussion ensued on the use of banners and temporary signage.

Mr. Berry and Mr. DiMaria will make the necessary changes as discussed and will bring this item back for board review.

Chair Hubbard adjourned as the LPA at 5:36 PM and reconvened as the Planning Board.

5. Discussion Items –

Mr. Berry announced that the Planning Department has scheduled a series of community workshops to discuss the Comprehensive Plan. The first meeting was recently held and was considered a success. The next workshop is scheduled for April 17 and will focus on the Large Resort District, followed by a session on May 1 dedicated to the Town Center Zoning Districts. All meetings will begin at 6:30 PM and will be held in the Community Center Ballroom.

Chair Hubbard requested that public comments be shared with the Board, along with any ongoing reports received from the consultants.

6. Adjournment - Next meeting April 21, 2025.

There being no further business, Chair Hubbard adjourned the meeting at 5:39 PM.

These minutes were approved at the April 21, 2025 meeting of the Planning Board.