

# PRESSMAN AND ASSOC., INC.

GOVERNMENTAL AND PUBLIC AFFAIRS

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## M E M O

TO: Dave Sadowski, Esq.,  
Tom O'neil, Clearchannel Outdoor

FROM: Todd Pressman

DATE: 7/21/09

RE: Pinellas Commission Review of  
Digital Signs

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Dave, I appreciate your time and communication regarding your letter on this subject dated July 13<sup>th</sup>, 2009. Because of our communication problems, I am emailing this letter, and I will send a hard copy. However, our thinking of where this issue stands, and where it should progress to, are far different.

The Board of County Commissioner's last direction to the County Attorney's office, I thought, was quite clear. That direction, as I heard it, asked the County Attorney to draw up an ordinance to allow their review and consideration of some billboards to instantaneously change messaging at 6 seconds rather than the 60 seconds as now allowed by the sign code. This action came at the response of the County Attorney that the much awaited and much anticipated Federal study on the matter is not soon to be completed.

With all due respect, and with liberty, the County Commissioner's did not direct your office to pick some other study of your choosing as a standard bearer for this issue. I have communicated, by the way, that the study you did choose was produced by one of the Country's best known, high profile and prolific anti-digital billboard opponents. I felt it was clear that the County Commissioner's were not going to wait for the "Federal" study and wanted to make this decision on their own – and asked for workshop within 60 days.

So, in line with the direction of the Commissioner's at their last meeting on this issue, I will not respond to the parameters laid out in the specific study you have chosen from the very many on the subject. However, for your awareness, I am attaching one very good study, and several of the country's DOT managers' conclusions on the subject for your review. These do not include, of course, the State of Florida's DOT.

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On the other hand, I am requesting here, with great liberty, that you follow what I felt was the very clear direction of the Commission to set up a workshop within 60 days. This workshop would then allow the Commission to review all the information presented at that workshop, of which would specifically include a presentation by Clear Channel Outdoor.

I will also present to you, below, a specific list of items that in the spirit of cooperation and self-regulation Clear Channel Outdoor asks your consideration for inclusion into an ordinance regarding this matter:

- A) A 6% cap as total of digital boards in the jurisdiction...or 20. Total boards in the jurisdiction are 328.
- B) 2,500' linear separation between any digital signs.
- C) 200' linear separation from any residential use. (unless waived by property owner).
- D) Equal to current FDOT face changing at 6 seconds.
- E) Instantaneous change of the sign face...no scrolling, animation or movement.