

CORRESPONDENCE

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:10 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: outdoor helium balloons & gas station video displays

FYI

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: KRANSOHOFF@aol.com [mailto:KRANSOHOFF@aol.com]
Sent: Wednesday, March 30, 2011 10:19 AM
To: Rodriguez, Cyndi
Subject: outdoor helium balloons & gas station video displays

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

1. *Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time*

Balloons are a known hazard to marine wildlife. Balloons on display outside at retailers are likely to get loose and drift to the ocean. Santa Barbarans cherish and value our clean beach environment and do not want to see the remains of balloons washing ashore, indicating risks to wildlife in our area. The current Sign Ordinance standards which do not allow any outdoor display of helium balloons are appropriate for our coastal locale and should remain in place. Don't allow outdoor helium balloons at businesses. For more information see: Marine Conservation Society information: <http://www.mcsuk.org/downloads/pollution/dont%20let%20go.pdf> and a thoughtful blog about balloons and ocean pollution at: <http://blog.gaiam.com/blog/balloons-party-or-pollutant/>.

2. *Inappropriate for Santa Barbara: Gas Station Video and Sound Displays on Pumps*

- Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and intrusive advertisements while pumping gas.
- Gas stations do not deserve special consideration for outdoor signage as an "outdoor

business". Studies show that 70% of gas station profit is gained through sales of items such as unhealthy food, drinks, cigarettes, etc. in their on-site mini-marts. For more information please see: http://articles.cnn.com/2008-12-31/living/aa.confessions.gas.station.owner_1_gas-station-high-gas-prices-real-profits?s=PM:LIVING In other words, gas station business, by the profit numbers, is conducted primarily INSIDE, not outside, they do not deserve special advertising considerations that other retailers in the Santa Barbara are not allowed. Legally, the city appears to illegally favoring the oil and gas industry, and, in effect, DISFAVORING other businesses, raising questions regarding basic equal protection under the law tenets. Outdoor video displays and sound advertisements are not appropriate for any retail business in Santa Barbara.

- City staff has commented that enforcing gas station video noise levels would be cumbersome. In our tightened economy, city resources should not be spent on making special considerations for gas stations. Even if your Council allows the video displays, speakers on the machines should not be allowed, or at the very least, mute buttons should be required on the machines as they are in other jurisdictions. If your Council insists on allowing annoying video and sound displays, at least charge a fee that makes the gas stations, rather than the general public, pay for enforcement staff and equipment to ensure noise levels will not reach sidewalks or adjacent properties.
- Potential public service announcements (PSAs) at gas stations are not enough to justify these intrusive advertising devices. In cases of emergency, Santa Barbarans make good use of the Reverse 911 System (<http://www.sbsheriff.org/reverse911.html>), battery operated radios and Santa Barbara Emergency Operation Center provided maps and displays at City Hall, the Mission etc. Besides, the gas industry hasn't guaranteed any particular percentage of time on the screens to be devoted to PSAs, even during a disaster, and city monitoring to enforce on such promises would also be cumbersome.
- Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Please respect that we pay higher rents and higher prices for property in Santa Babara than many places in California. We do this because we value the quality of life, including the unique charming urban environment, that Santa Barbara offers. Please respect our substantial personal investments and sacrifices we have made to live in a beautiful and sustainable environment, reverse your votes regarding helium balloon and gas station video displays. Also, please direct city staff to enforce removal of the four existing gas station video screens and helium balloons currently illegally on display in town.

Sincerely,

Nancy Ransohoff

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:08 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Balloons and Video/Sound displays in SB
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Cat Robson [mailto:jitterbugranch@gmail.com]
Sent: Wednesday, March 30, 2011 11:41 AM
To: Rodriguez, Cyndi
Subject: Balloons and Video/Sound displays in SB

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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Sincerely,

Catherine Robson

Santa Barbara

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:08 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: please pass on to Council Members
 fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: Sue Sadler-Pare' [mailto:slsp2@hotmail.com]
Sent: Wednesday, March 30, 2011 2:18 PM
To: Rodriguez, Cyndi
Subject: please pass on to Council Members

Dear Council members,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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- Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

I urge you to rethink this ordinance and think first about the effects this will have on our precious environment, its creatures and noise pollution within SB! We don't need to turn into LA!

Sincerely,

Sue Sadler-Pare'
Goleta Ca

I work in downtown SB

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:07 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Helium Ballons & Gas Station Videos
 fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: Kantamac [mailto:kantamac@aol.com]
Sent: Wednesday, March 30, 2011 4:05 PM
To: Rodriguez, Cyndi
Subject: Helium Ballons & Gas Station Videos

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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Sincerely,
Anne MacDermott

E-mail: kantamac@aol.com

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:06 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Helium Balloons
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: jinnysb@aol.com [mailto:jinnysb@aol.com]
Sent: Wednesday, March 30, 2011 4:17 PM
To: Rodriguez, Cyndi
Subject: Helium Balloons

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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Sincerely,

Jeannette Webber

1436 Santa Rosa Avenue,

SB 93109

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:06 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: ballons and gas station video
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Arnie [mailto:arniebrucecooper@gmail.com]
Sent: Wednesday, March 30, 2011 4:40 PM
To: Rodriguez, Cyndi
Subject: ballons and gas station video

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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Sincerely,

PS - I just found out that twelve balloons per retailer issue is set to be heard at the April 12th afternoon City Council hearing, the gas station video screens hearin gwould be held separately on a Tuesday later in April, not scheduled yet.

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:05 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Offensive Balloons

fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: Deanna Gregg [mailto:deannamgregg@hotmail.com]
Sent: Wednesday, March 30, 2011 9:18 PM
To: Rodriguez, Cyndi
Subject: Offensive Balloons

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Sincerely,

Deanna and George Gregg

909 Calle Cortita
SB 93109

PS - I just found out that twelve balloons per retailer issue is set to be heard at the April 12th afternoon City Council hearing, the gas station video screens hearin gwould be held separately on a Tuesday later in April, not scheduled yet.

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:05 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Gas Station video displays
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Susette Warynick [mailto:susettew@earthlink.net]
Sent: Wednesday, March 30, 2011 10:45 PM
To: Rodriguez, Cyndi
Subject: Gas Station video displays

Via City Clerk at: CMRRodriguez@SantaBarbaraCA.gov

Dear Council Members,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate.

1. *Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time*

Balloons are a known hazard to marine wildlife. Balloons on display outside at retailers are likely to get loose and drift to the ocean. Santa Barbarans cherish and value our clean beach environment and do not want to see the remains of balloons washing ashore, indicating risks to wildlife in our area. The current Sign Ordinance standards which do not allow any outdoor display of helium balloons are appropriate for our coastal locale and should remain in place. Don't allow outdoor helium balloons at businesses. For more information see: Marine Conservation Society information: <http://www.mcsuk.org/downloads/pollution/dont%20let%20go.pdf> and a thoughtful blog about balloons and ocean pollution at: <http://blog.gaiam.com/blog/balloons-party-or-pollutant/>.

2. *Inappropriate for Santa Barbara: Gas Station Video and Sound Displays on Pumps*

- Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on

properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and intrusive advertisements while pumping gas.

- Gas stations do not deserve special consideration for outdoor signage as an "outdoor business". Studies show that 70% of gas station profit is gained through sales of items such as unhealthy food, drinks, cigarettes, etc. in their on-site mini-marts. For more information please see: http://articles.cnn.com/2008-12-31/living/aa.confessions.gas.station.owner_1_gas-station-high-gas-prices-real-profits?_s=PM:LIVING In other words, gas station business, by the profit numbers, is conducted primarily INSIDE, not outside, they do not deserve special advertising considerations that other retailers in the Santa Barbara are not allowed. Legally, the city appears to illegally favoring the oil and gas industry, and, in effect, DISFAVORING other businesses, raising questions regarding basic equal protection under the law tenets. Outdoor video displays and sound advertisements are not appropriate for any retail business in Santa Barbara.
- City staff has commented that enforcing gas station video noise levels would be cumbersome. In our tightened economy, city resources should not be spent on making special considerations for gas stations. Even if your Council allows the video displays, speakers on the machines should not be allowed, or at the very least, mute buttons should be required on the machines as they are in other jurisdictions. If your Council insists on allowing annoying video and sound displays, at least charge a fee that makes the gas stations, rather than the general public, pay for enforcement staff and equipment to ensure noise levels will not reach sidewalks or adjacent properties.
- Potential public service announcements (PSAs) at gas stations are not enough to justify these intrusive advertising devices. In cases of emergency, Santa Barbarans make good use of the Reverse 911 System (<http://www.sbsheriff.org/reverse911.html>), battery operated radios and Santa Barbara Emergency Operation Center provided maps and displays at City Hall, the Mission etc. Besides, the gas industry hasn't guaranteed any particular percentage of time on the screens to be devoted to PSAs, even during a disaster, and city monitoring to enforce on such promises would also be cumbersome.
- Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Please respect that we pay higher rents and higher prices for property in Santa Barbara than many places in California. We do this because we value the quality of life, including the unique charming urban environment, that Santa Barbara offers. Please respect our substantial personal investments and sacrifices we have made to live in a beautiful and sustainable environment, reverse your votes regarding helium balloon and gas station video displays. Also, please direct city staff to enforce removal of the four existing gas station video screens and helium balloons currently illegally on display on display in town.

Sincerely,

Arlene L. Warynick
4800 Calle Camarada
Santa Barbara, CA 93110

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:05 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: a voting issue for Santa Barbara

fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

-----Original Message-----

From: Romani Reavley [mailto:glassgirl3@yahoo.com]
Sent: Wednesday, March 30, 2011 11:52 PM
To: Rodriguez, Cyndi
Subject: a voting issue for Santa Barbara

Dear C M Rodriguez

I as a person who has lived and still work in Santa Barbara, ask that you look at this issue below. I have been in Oxnard and subject to pumping gas with a video screen , TELLIN ME WHAT I SHOULD BE COOKING, BUYING, SAVING, DRIVING.....it is VERY ANNOYING to say the least.

I never went back there.....now this issue has arisen and please take a look at it. Everything is said below.....

Thank you so much

R Reavley

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

1. Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time

Balloons are a known hazard to marine wildlife. Balloons on display outside at retailers are likely to get loose and drift to the ocean. Santa Barbarans cherish and value our clean beach environment and do not want to see the remains of balloons washing ashore, indicating risks to wildlife in our area. The current Sign Ordinance standards which do not allow any outdoor display of helium balloons are appropriate for our coastal locale and should remain in place. Don't allow outdoor helium balloons at businesses. For more information see: Marine Conservation Society information:

<http://www.mcsuk.org/downloads/pollution/dont%20let%20go.pdf> and a thoughtful blog about balloons and ocean pollution at: <http://blog.gaiam.com/blog/balloons-party-or-pollutant/>.

2. Inappropriate for Santa Barbara: Gas Station Video and Sound Displays on Pumps Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and intrusive advertisements while pumping gas.

Gas stations do not deserve special consideration for outdoor signage as an "outdoor business". Studies show that 70% of gas station profit is gained through sales of items such as unhealthy food, drinks, cigarettes, etc. in their on-site mini-marts. For more information please see:

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City staff has commented that enforcing gas station video noise levels would be cumbersome. In our tightened economy, city resources should not be spent on making special considerations for gas stations. Even if your Council allows the video displays, speakers on the machines should not be allowed, or at the very least, mute buttons should be required on the machines as they are in other jurisdictions. If your Council insists on allowing annoying video and sound displays, at least charge a fee that makes the gas stations, rather than the general public, pay for enforcement staff and equipment to ensure noise levels will not reach sidewalks or adjacent properties.

Potential public service announcements (PSAs) at gas stations are not enough to justify these intrusive advertising devices. In cases of emergency, Santa Barbarans make good use of the Reverse 911 System (<http://www.sbsheriff.org/reverse911.html>), battery operated radios and Santa Barbara Emergency Operation Center provided maps and displays at City Hall, the Mission etc. Besides, the gas industry hasn't guaranteed any particular percentage of time on the screens to be devoted to PSAs, even during a disaster, and city monitoring to enforce on such promises would also be cumbersome.

Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Please respect that we pay higher rents and higher prices for property in Santa Babara than many places in California. We do this because we value the quality of life, including the unique charming urban environment, that Santa Barbara offers. Please respect our substantial personal investments and sacrifices we have made to live in a beautiful and sustainable environment, reverse your votes regarding helium balloon and gas station video displays. Also, please direct city staff to enforce removal of the four existing gas station video screens and helium balloons currently illegally on display on display in town.

Sincerely,

PS - I just found out that twelve balloons per retailer issue is set to be heard at the April 12th afternoon City Council hearing, the gas station video screens hearing would be held separately on a Tuesday later in April, not scheduled yet.

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:04 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Please reverse your vote for gas station displays and helium baloon signage and advertising fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: Mariah Moon [mailto:aquamoon42@hotmail.com]
Sent: Thursday, March 31, 2011 12:43 PM
To: Rodriguez, Cyndi
Subject: Please reverse your vote for gas station displays and helium baloon signage and advertising

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

1. *Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time*

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- Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Please respect that we pay higher rents and higher prices for property in Santa Babara than many places in California. We do this because we value the quality of life, including the unique charming urban environment, that Santa Barbara offers. Please respect our substantial personal investments and sacrifices we have made to live in a beautiful and sustainable environment, reverse your votes regarding helium balloon and gas station video displays. Also, please direct city staff to enforce removal of the four existing gas station video screens and helium balloons currently illegally on display on display in town.

My personal experience at the Shell station on Turnpike with the displays turned onto an intolerable volume has been one of disruption, confusion and annoyance at the volume levels forced upon me while I buy the gasoline I need. I think an experience like this, especially repeated experiences like this, is unhealthy for motorists. When getting into our vehicles and leaving the gas station, we should be allowed to find a state of calm, a restful break from driving. Please, I urge careful and thoughtful consideration in this matter. I don't think the repercussions have been fully evaluated yet. I want to be able to always choose to find a station without video displays and legalizing it would encourage more stations to employ this advertising.

Furthermore, goals have already been set for Santa Barbara to become green by 2020, I believe it is. Allowing Helium balloons at businesses is completely inappropriate for the sensitive marine environment we have in our county. It really is an unsustainable and polluting advertising "solution", but truly an eyesore. Maybe the City of Santa Barbara's Green Business program can brainstorm better solutions than balloons. Remember, this community will fight to the end to preserve our precious visual landscape, treasured habitats and what peaceful environments we have left. Santa Barbara is the birthplace of environmental activism. With the approaching

celebration of Earth Day, April 16th and 17th, I urge you to respect the wishes of our community and to take extremely thoughtful actions in this matter. Please do not waste the time and money of taxpayers with unthoughtful decisions at the upcoming council meetings in April, because these inappropriate decisions regarding Signage and displays in Santa Barbara will be fought to the end.

Sincerely,

Mariah Moon

805.451.3071

aquamoon42@hotmail.com

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 9:55 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: no balloons/video displays!
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Raylene Crawford [mailto:raylenec@cox.net]
Sent: Thursday, March 31, 2011 7:52 PM
To: Rodriguez, Cyndi
Subject: no balloons/video displays!

Via City Clerk at: CMRRodriguez@SantaBarbaraCA.gov

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

1. *Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time*

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- Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and

4/4/2011

intrusive advertisements while pumping gas.

- Gas stations do not deserve special consideration for outdoor signage as an "outdoor business". Studies show that 70% of gas station profit is gained through sales of items such as unhealthy food, drinks, cigarettes, etc. in their on-site mini-marts. For more information please see: http://articles.cnn.com/2008-12-31/living/aa.confessions.gas.station.owner_1_gas-station-high-gas-prices-real-profits?_s=PM:LIVING In other words, gas station business, by the profit numbers, is conducted primarily INSIDE, not outside, they do not deserve special advertising considerations that other retailers in the Santa Barbara are not allowed. Legally, the city appears to illegally favoring the oil and gas industry, and, in effect, DISFAVORING other businesses, raising questions regarding basic equal protection under the law tenets. Outdoor video displays and sound advertisements are not appropriate for any retail business in Santa Barbara.
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Sincerely,

Raylene & Jon Crawford

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:00 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: City Council vote on Sign ordinance re helium balloons
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Cheryl Rogers [mailto:cherplan2@cox.net]
Sent: Friday, April 01, 2011 10:41 AM
To: Rodriguez, Cyndi
Subject: City Council vote on Sign ordinance re helium balloons

I am writing to speak in opposition to allowing helium balloons and video displays with audio at area gas stations. The environmental impact would degrade our wonderful Santa Barbara ambience.
Cheryl Rogers

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 10:00 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Balloons & video ads
fyi

Cyndi Rodriguez, CMC
City Clerk Services Manager
City of Santa Barbara
(805) 564-5309
cmrodriguez@SantaBarbaraCa.gov

From: Susan Mellor [mailto:sbsues@earthlink.net]
Sent: Friday, April 01, 2011 1:01 PM
To: Rodriguez, Cyndi
Subject: Balloons & video ads

Aren't we bombarded enough with advertising everywhere we turn?! I hadn't heard about your vote on this matter until I received a notice. Please rescind that decision and give us citizens of this lovely city a break! Thank you. Susan Mellor

Via City Clerk at: CMRodriguez@SantaBarbaraCA.gov

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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Don't allow outdoor helium balloons at businesses. For more information see: Marine Conservation Society information: <http://www.mcsuk.org/downloads/pollution/dont%20let%20go.pdf> and a thoughtful blog about balloons and ocean pollution at: <http://blog.gaiam.com/blog/balloons-party-or-pollutant/>.

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- Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and intrusive advertisements while pumping gas.
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Sincerely,

PS - I just found out that twelve balloons per retailer issue is set to be heard at the April 12th afternoon

City Council hearing, the gas station video screens hearing would be held separately on a Tuesday later in April, not scheduled yet.

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 9:58 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW: Please let us have a peaceful little town!

fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: mary Zeldis [mailto:mzeldis@silcom.com]
Sent: Saturday, April 02, 2011 4:24 PM
To: Rodriguez, Cyndi
Subject: Please let us have a peaceful little town!

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

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- Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Thank you sincerely,

Mary Zeldis, 3631 San Gabriel Lane, Santa Barbara, CA

Rodriguez, Cyndi

From: Rodriguez, Cyndi
Sent: Monday, April 04, 2011 9:58 AM
To: Mayor & City Council
Cc: Armstrong, Jim; Wiley, Stephen; Casey, Paul; Brooke, Renee
Subject: FW:

fyi

Cyndi Rodriguez, CMC
 City Clerk Services Manager
 City of Santa Barbara
 (805) 564-5309
 cmrodriguez@SantaBarbaraCa.gov

From: caroline tesiorowski [mailto:ctesiorowski@hotmail.com]
Sent: Sunday, April 03, 2011 1:30 PM
To: Rodriguez, Cyndi
Subject:

Dear Councilmembers,

I ask that you reverse your vote regarding allowing gas station video displays and outdoor helium balloons. There are many reasons why allowing such "signs" is inappropriate. It's unlikely I will be able to attend the hearing on this item due to my schedule conflicts on Tuesdays, but please read my statements into the public record.

1. Inappropriate for Santa Barbara: 12 Helium Balloons for Each Retailers Allowed Outside at Any Time

Balloons are a known hazard to marine wildlife. Balloons on display outside at retailers are likely to get loose and drift to the ocean. Santa Barbarans cherish and value our clean beach environment and do not want to see the remains of balloons washing ashore, indicating risks to wildlife in our area. The current Sign Ordinance standards which do not allow any outdoor display of helium balloons are appropriate for our coastal locale and should remain in place. Don't allow outdoor helium balloons at businesses. For more information see: Marine Conservation Society information:

<http://www.mcsuk.org/downloads/pollution/dont%20let%20go.pdf> and a thoughtful blog about balloons and ocean pollution at: <http://blog.gaiam.com/blog/balloons-party-or-pollutant/>.

2. Inappropriate for Santa Barbara: Gas Station Video and Sound Displays on Pumps

Gas station video displays and sound are annoying. Santa Barbarans prefer to focus on properly pumping their gas and to admire any nearby scenery or landscaping, and collect our thoughts in peace while pumping gas, rather than watch or listen to annoying and intrusive advertisements while pumping gas.

Gas stations do not deserve special consideration for outdoor signage as an "outdoor business". Studies show that 70% of gas station profit is gained through sales of items such as unhealthy food, drinks, cigarettes, etc. in their on-site mini-marts. For more information please see:

http://articles.cnn.com/2008-12-31/living/aa.confessions.gas.station.owner_1_gas-station-high-gas-prices-real-profits?_s=PM:LIVING In other words, gas station business, by the profit numbers, is conducted primarily INSIDE, not outside, they do not deserve special advertising considerations that other retailers in the Santa Barbara are not allowed. Legally, the city appears to illegally favoring the oil and gas industry, and, in effect, DISFAVORING other businesses, raising questions regarding basic equal protection under the law tenets. Outdoor video displays and sound advertisements are not appropriate

for any retail business in Santa Barbara.

City staff has commented that enforcing gas station video noise levels would be cumbersome. In our tightened economy, city resources should not be spent on making special considerations for gas stations. Even if your Council allows the video displays, speakers on the machines should not be allowed, or at the very least, mute buttons should be required on the machines as they are in other jurisdictions. If your Council insists on allowing annoying video and sound displays, at least charge a fee that makes the gas stations, rather than the general public, pay for enforcement staff and equipment to ensure noise levels will not reach sidewalks or adjacent properties.

Potential public service announcements (PSAs) at gas stations are not enough to justify these intrusive advertising devices. In cases of emergency, Santa Barbarans make good use of the Reverse 911 System (<http://www.sbsheriff.org/reverse911.html>), battery operated radios and Santa Barbara Emergency Operation Center provided maps and displays at City Hall, the Mission etc. Besides, the gas industry hasn't guaranteed any particular percentage of time on the screens to be devoted to PSAs, even during a disaster, and city monitoring to enforce on such promises would also be cumbersome.

Our community is committed to sustainability. Electricity is a valuable resource. Video displays at gas stations are a waste of electricity which I do not support.

Please respect that we pay higher rents and higher prices for property in Santa Babara than many places in California. We do this because we value the quality of life, including the unique charming urban environment, that Santa Barbara offers. Please respect our substantial personal investments and sacrifices we have made to live in a beautiful and sustainable environment, reverse your votes regarding helium balloon and gas station video displays. Also, please direct city staff to enforce removal of the four existing gas station video screens and helium balloons currently illegally on display on display in town.

Sincerely,
Caroline Tesiorowski