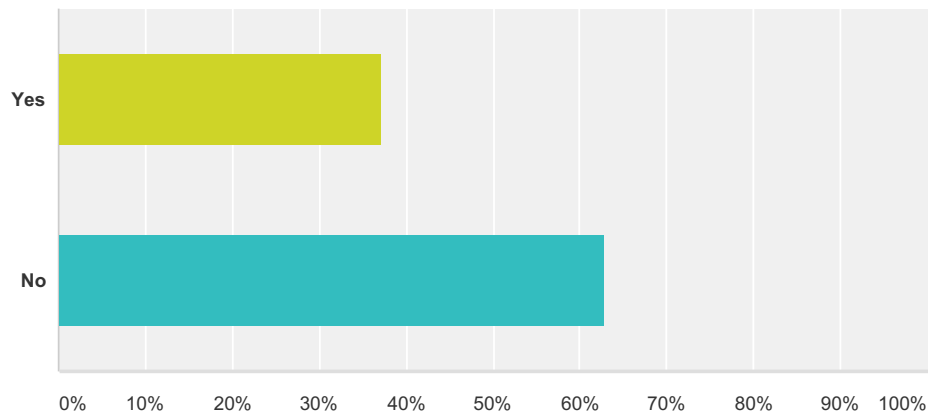


# Sign Code Survey

## Q1 Does the existing sign code, Section 3-9-85 Signs, work?

Answered: 94 Skipped: 0

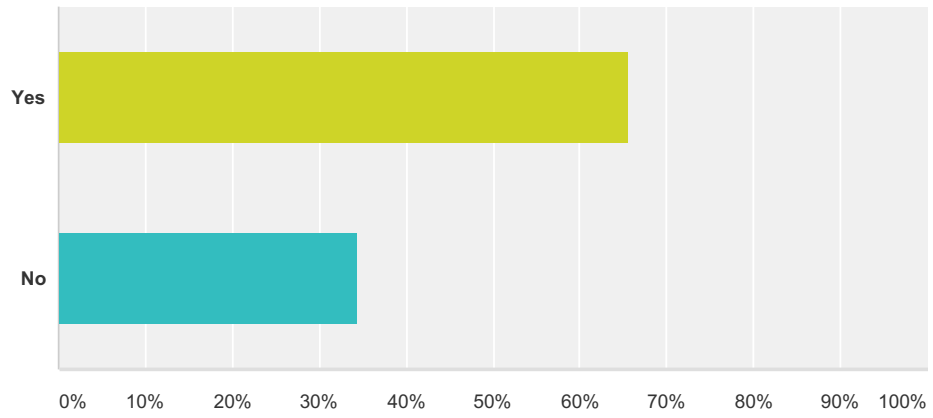


| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| Yes            | 37.23%    | 35        |
| No             | 62.77%    | 59        |
| <b>Total</b>   |           | <b>94</b> |

# Sign Code Survey

## Q2 Do we need to amend the code if the code does not achieve the intent?

Answered: 93 Skipped: 1



| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| Yes            | 65.59%    | 61        |
| No             | 34.41%    | 32        |
| <b>Total</b>   |           | <b>93</b> |

## Sign Code Survey

### Q3 Which subsections need to be amended?

Answered: 64 Skipped: 30

| #  | Responses   | Date               |
|----|---|--------------------|
| 1  | enforce the code as it stands   | 6/30/2016 10:21 AM |
| 2  | Signs on vehicles must be banned. All advertising on road right-of-ways, which is public property, must be prohibited. Humans holding signs is a safety hazard. The many disgusting rows of unused paper and magazine dispensers are dangerous to traffic. They are very ugly and are NEVER used nor filled! Merchants are very nearsighted because they have created a very unattractive corridor which discourages visitors from stopping or looking for places to stop. They only want to get thru as soon as possible. Highway 41 thru Charlotte County looks like a tourist trap!  | 6/27/2016 1:03 PM  |
| 3  | no flutter flags, human billboards,junk like product ads in windows. Compliance with sign code should include minimum level of maintenance. No bird nests, peeling paint, broken signs, distracting lights.   | 6/27/2016 9:46 AM  |
| 4  | Reduce the number of flutter flags allowed.   | 6/26/2016 7:22 PM  |
| 5  | You need to quit harassing businesses in Charlotte County. It's hard to find places here because people are always on your bumper and with the trees in the median in some areas, it's even harder. Lighten up!   | 6/25/2016 9:19 PM  |
| 6  | Make all for sale sign on residential lots and home be placed parallel to the street on the property, not in the swale. All signs to be the same size. Right now sign can be from 18"x 18" to 8' x 10' and place where ever they want. All communities that have vacant lots, have the swales mowed by contractor with the county. When these these companies now they have to try and now around signs. They also knock them down, which really isn't their fault. I personally don't thik we need for sale signs on any residential property, because in this day and time most sales are found online and through a realtor. Also in Gulf Cove there has been 8 homes that were put on the market with for sale sign and all the appliances were stolen. Signs bring in unwanted people to our neighborhoods. At least if they go through a realtor they would have contact info on the people they show the homes to. | 6/23/2016 6:49 PM  |
| 7  | ALL!!! Entering Port Charlotte you can tell that this is a low class "city"; nothing but tattoo parlors, sex stores, gun stores, 50s era strip malls that have not been refurbished in decades, car dealerships, sloppy, dirty auto repair shops, gas stations, gold rip-offs, open garbage bins full of buzzards (across from Chubys) the list goes on. You want to beautify Pt. Charlotte? GET RID OF ALL THAT. Make sings no taller that 10 feet and professionally designed and built. Clean and landscape the medium, no parking billboards, no flags or signs of any kind. As far as I'm concerned, IF YOU DO NOT LIKE IT, "GET OUT"  | 6/23/2016 3:38 PM  |
| 8  | All ! Signs Should be permanently attached to the front of the building facing the road. Thats it, no other signs, free standing NO, Signs painted on large trucks and then parked facing the road NO. temp signs NO , flaping in the wind sighs, are you kidding me NO... ONE sign per business... Make US 41 in Charlotte County have some curb appeal  | 6/23/2016 4:50 AM  |
| 9  | No more garish billboards and crosses along 75.   | 6/22/2016 9:45 AM  |
| 10 | One issue. Why does it appear that churches get free signage along roadways but businesses are under pressure to reduce their signs telling you where to find them.   | 6/21/2016 11:31 PM |
| 11 | Nothing will work unless the ordinance is consistently enforced and monitored.  | 6/20/2016 9:15 AM  |

## Sign Code Survey

|    |   |                    |
|----|---|--------------------|
| 12 | <p>3.13.4 Signage In general, all permanent signage must be designed to be architecturally compatible with the building design on the site. Ground Signs: A sign that is permanently attached to the ground or which has supports which places the bottom of the sign less than 1 foot from the ground directly beneath the sign. a) If the sign design includes a base that is not part of the sign face, the width of the ground sign base shall not be less than 75% of the sign face. b) Both sides of a two-sided ground sign shall be identical in design. c) For single-occupant and multi-occupant projects, there shall be only one ground sign plus one additional ground sign for street frontage on a second street, provided that the frontage on that street is at least 150 feet in length and an entrance to the project is located on such street. d) No two on-site ground signs shall be within 300 feet of each other on a single parcel. e) Outparcels in shopping centers and office centers shall not be allowed principal ground signs. f) For non-residential uses, ground signs shall not exceed 15 feet in height and 64 square feet in area. g) Pole signs and pylon signs are not permitted. Window Signs: Any sign that is applied to or otherwise displayed from the inside or outside of glassed areas of a building. a) Window signs are allowed on the glass area of a building only on first and second floors. b) Window signs shall cover no more than 33% of each window section or pane. c) Window signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. Wall Signs: Any sign directly painted on or attached to and extending not more than 6 inches from an exterior wall in a parallel manner. a) Wall signs shall be located only on the street frontage side of principal buildings and shall not be limited as to number. b) No wall sign shall project above the highest point of the building wall on the same side of the building as the sign. c) On corner lots, an additional wall sign shall be permitted on the secondary street frontage, not to exceed 50% of the building frontage allowance. d) Wall signs shall not exceed one square foot of sign area for each linear foot of building frontage. e) For multi-tenant/entrance buildings, each tenant shall be allowed one wall sign located on the side of the building with primary entrance. Such signs shall not exceed one square foot of sign area for each linear foot of tenant space. Prohibited Signs: Such signs include, but are not limited to the following: a) Billboards b) Roof signs c) Beacons, windblown devices of any type, pole signs, pennants and or streamers, feather flags or flutter flags, inflatable signs or inflatable advertising devices, temporary electronic or electric signs, moving or non-stationary signs including signs being carried by a person (other than political signs), canopy signs, portable signs and off-premise signs. d) Signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks.</p> | 6/19/2016 4:19 PM  |
| 13 | <p>I'm not sure which subsections to address for these - but here are my ideas: A. I think you need to add a section regarding ADVERTISING. In my opinion, one of the problems on US 41 is that business signage is used for advertising and not business IDENTIFICATION only. It's all too distracting and unsightly. B. Maybe the county could come up with an easy and organized system of section locations for businesses to use for identification if they are worried that they will not be found without the added advertising signs. C. Also, there should be a limit of 2 signs - One in the parking lot and one on the building. D. Murals should count as signage. E. There should be NO billboards on US41. They are not signage for a building. US41 is not an interstate highway with exits that need advertising signage. F. There also should be an addition to the code which states that when a BUSINESS CHANGES (not only a sale of the building) that the permanent signage must be changed to be compliant with LOWER AND SMALLER requirements. G. No more temporary signs. H. No vehicles with business information parked on the US 41 side of the business. I. If a building is torn down, the sign must be torn down too. Thank you very much for all your efforts regarding this matter.</p>   | 6/19/2016 10:28 AM |
| 14 | <p>REMOVE THE TRUCKS TO THE REAR OF THE STORES,NOT WITHIN 100 FT OF RT 41 SIGN WAINERS ARE DISTRACTING AND COULD CAUSE AN ACCIDENT FLUTTER FLAGS DISTRACTING,ONLY IN USE DURING THAT STORES BUSINESS HOURS</p>  | 6/19/2016 8:35 AM  |
| 15 | <p>U.S. 41 has a major signage problem. Limit signage, it is excessive. Limit size. Discontinue billboards. Require that signage be removed from empty buildings and businesses. Establish sign standards, including maintenance of existing signs. Do not allow signs and trucks in the median, even if the business owns the median. Stop "grandfathering in" everything. Consult attractive cities such as Naples to adopt any successful sign ordinances they use.</p>  | 6/18/2016 11:31 PM |
| 16 | <p>We need sign uniformity and addresses that are easier to read.</p>   | 6/18/2016 4:57 PM  |
| 17 | <p>Too confusing as written. Last sign code was not enforced! That is why the new sign code is being presented. Will there be any difference? County needs to discuss with business community!</p>  | 6/18/2016 4:37 PM  |
| 18 | <p>Size</p>   | 6/18/2016 2:15 PM  |

## Sign Code Survey

|    |   |                    |
|----|---|--------------------|
| 19 | <p>3.13.4 Signage In general, all permanent signage must be designed to be architecturally compatible with the building design on the site. Ground Signs: A sign that is permanently attached to the ground or which has supports which places the bottom of the sign less than 1 foot from the ground directly beneath the sign. a) If the sign design includes a base that is not part of the sign face, the width of the ground sign base shall not be less than 75% of the sign face. b) Both sides of a two-sided ground sign shall be identical in design. c) For single-occupant and multi-occupant projects, there shall be only one ground sign plus one additional ground sign for street frontage on a second street, provided that the frontage on that street is at least 150 feet in length and an entrance to the project is located on such street. d) No two on-site ground signs shall be within 300 feet of each other on a single parcel. e) Outparcels in shopping centers and office centers shall not be allowed principal ground signs. f) For non-residential uses, ground signs shall not exceed 15 feet in height and 64 square feet in area. g) Pole signs and pylon signs are not permitted. Window Signs: Any sign that is applied to or otherwise displayed from the inside or outside of glassed areas of a building. a) Window signs are allowed on the glass area of a building only on first and second floors. b) Window signs shall cover no more than 33% of each window section or pane. c) Window signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. Wall Signs: Any sign directly painted on or attached to and extending not more than 6 inches from an exterior wall in a parallel manner. a) Wall signs shall be located only on the street frontage side of principal buildings and shall not be limited as to number. b) No wall sign shall project above the highest point of the building wall on the same side of the building as the sign. c) On corner lots, an additional wall sign shall be permitted on the secondary street frontage, not to exceed 50% of the building frontage allowance. d) Wall signs shall not exceed one square foot of sign area for each linear foot of building frontage. e) For multi-tenant/entrance buildings, each tenant shall be allowed one wall sign located on the side of the building with primary entrance. Such signs shall not exceed one square foot of sign area for each linear foot of tenant space. Prohibited Signs: Such signs include, but are not limited to the following: a) Billboards b) Roof signs c) Beacons, windblown devices of any type, pole signs, pennants and or streamers, feather flags or flutter flags, inflatable signs or inflatable advertising devices, temporary electronic or electric signs, moving or non-stationary signs including signs being carried by a person (other than political signs), canopy signs, portable signs and off-premise signs. d) Signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks.</p> | 6/18/2016 1:46 PM  |
| 20 | <p>It doesn't work, because it's not being enforced. Signs should be on the buildings where the business is...not out on the green area between '41' and the access roads. The green areas need to be planted with greenery and beautified. Block markers in bold lettering allowed only; and only 1 per block. No parked trucks with signage. Planted greenery would take care of the problem.</p>   | 6/18/2016 9:20 AM  |
| 21 | <p>Clean up the county by reducing the clutter of signs. It was done in a town in Illinois (Gurnee, IL) and it made a world of difference. Port Charlotte, along rt. 41, looks quite trashy.</p>  | 6/18/2016 8:42 AM  |
| 22 | <p>All sections. Size of the sign should depend on SQ FT frontage. NO Ground signs. NO flutter flags. No flashing window signs. Sarasota County outlawed them years ago. Look around you and get your heads out of the sand! Loose the trucks and trailers. The Shoe Shop truck hasn't moved it 15 years. Does it have a current tag on it? Does it have insurance on? Look at Punta Gorda rules. Look at North Port rules. Business are doing very well on the same US41 that we have here. Look at Venice rules. Make every business place the address visible from 41 on the sign!! At lease if you do nothing else, enforce what you have and enforce it equally across all business. Not selectively as you do now!!!! Take a little pride in you county.</p>  | 6/18/2016 8:41 AM  |
| 23 | n/a   | 6/17/2016 5:48 PM  |
| 24 | ENFORCE THE RULES!  | 6/17/2016 10:21 AM |
| 25 | Some areas of the the county have sign issues some don't. We need more consistent enforcement.  | 6/17/2016 10:09 AM |
| 26 | Why does Charlotte Harbor have more lenient rules?  | 6/16/2016 9:43 PM  |
| 27 | None  | 6/16/2016 9:42 PM  |
| 28 | Reduce the number of flag signs allowed.  | 6/16/2016 3:06 PM  |
| 29 | It seems on its face the rules are clear why aren't they enforced?  | 6/16/2016 2:39 PM  |
| 30 | all   | 6/16/2016 10:51 AM |

## Sign Code Survey

|    |  |                   |
|----|--|-------------------|
| 31 | Section 1.1.10D - Election signage - Election signs provide no source of revenue for the city or county. The huge amount of signage that happens during elections is nothing but an eyesore for the overall appearance of the area. I have seen very large signs show up 6 months prior to election and finally taken down long past the conclusion of an election. Another area that I feel needs to be also addressed is: Dealing with the open house signage that is currently in place and due to expire on July 3, 2016. The real estate market is a vital and important part of this area and generates important revenue for the community. Realtors signs are professional in appearance and aid in the successful real estate market for this area as shown over the past years. I would hope council would keep the ordinance in place that was established in 2008. Election signs generate no revenue and seem to appear everywhere for extended periods. Realtor signs are put up and taken down the same day and aid in the continued increase of the housing market. New buyers to the area generate additional revenue with taxes, purchasing power, and increased value to the area.  | 6/15/2016 2:46 PM |
| 32 | Better than the prior code and easier for my business to understand.   | 6/15/2016 9:28 AM |
| 33 | Reduce the types of temporary signs.   | 6/15/2016 9:18 AM |
| 34 | When I've called the signs were always violations, perhaps we need to step up enforcement or create an incentive for people to call more often.  | 6/15/2016 9:16 AM |
| 35 | If your not going to enforce the current rules why not just get rid of the whole thing.  | 6/15/2016 9:15 AM |
| 36 | The Code is fine it just needs to be enforced.   | 6/15/2016 9:14 AM |
| 37 | I see signs all the time that don't meet the sign rules. Seems to me it just needs to be enforced.   | 6/15/2016 9:14 AM |
| 38 | Too many additional signs are allowed. Flutter flags, blow-up animals, snipe signs. Signs are very large and there is no landscaping required to soften the appearance.  | 6/13/2016 6:15 PM |
| 39 | Generally we need a tightening up of all signage codes. Way too many signs, especially large ones, particularly on Rt. 41. Too much visual pollution. Esthetics say a lot about a community and overall sign ordinances do not reflect well on our community.  | 6/13/2016 4:59 PM |
| 40 | Should be amended as below: 3.13.4 Signage In general, all permanent signage must be designed to be architecturally compatible with the building design on the site. Ground Signs: A sign that is permanently attached to the ground or which has supports which places the bottom of the sign less than 1 foot from the ground directly beneath the sign. a) If the sign design includes a base that is not part of the sign face, the width of the ground sign base shall not be less than 75% of the sign face. b) Both sides of a two-sided ground sign shall be identical in design. c) For single-occupant and multi-occupant projects, there shall be only one ground sign plus one additional ground sign for street frontage on a second street, provided that the frontage on that street is at least 150 feet in length and an entrance to the project is located on such street. d) No two on-site ground signs shall be within 300 feet of each other on a single parcel. e) Outparcels in shopping centers and office centers shall not be allowed principal ground signs. f) For non-residential uses, ground signs shall not exceed 15 feet in height and 64 square feet in area. g) Pole signs and pylon signs are not permitted. Window Signs: Any sign that is applied to or otherwise displayed from the inside or outside of glassed areas of a building. a) Window signs are allowed on the glass area of a building only on first and second floors. b) Window signs shall cover no more than 33% of each window section or pane. c) Window signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. Wall Signs: Any sign directly painted on or attached to and extending not more than 6 inches from an exterior wall in a parallel manner. a) Wall signs shall be located only on the street frontage side of principal buildings and shall not be limited as to number. b) No wall sign shall project above the highest point of the building wall on the same side of the building as the sign. c) On corner lots, an additional wall sign shall be permitted on the secondary street frontage, not to exceed 50% of the building frontage allowance. d) Wall signs shall not exceed one square foot of sign area for each linear foot of building frontage. e) For multi-tenant/entrance buildings, each tenant shall be allowed one wall sign located on the side of the building with primary entrance. Such signs shall not exceed one square foot of sign area for each linear foot of tenant space. Prohibited Signs: Such signs include, but are not limited to the following: a) Billboards b) Roof signs c) Beacons, windblown devices of any type, pole signs, pennants and or streamers, feather flags or flutter flags, inflatable signs or inflatable advertising devices, temporary electronic or electric signs, moving or non-stationary signs including signs being carried by a person (other than political signs), canopy signs, portable signs and off-premise signs. d) Signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. | 6/13/2016 1:08 PM |
| 41 | Sign size should be regulated to be much smaller. Large signs are very unsightly.  | 6/13/2016 5:32 AM |
| 42 | Signs for small retail and restaurants should be allowed to be larger and visible so that customers are able to read them, making it possible to know the establishment exists.  | 6/12/2016 2:33 PM |
| 43 | Is there any way to disallow advertising billboards within the City? They're not ver well kept & detract from the beauty of the City. Thanks.  | 6/12/2016 2:31 PM |

## Sign Code Survey

|    |  |                    |
|----|--|--------------------|
| 44 | 1. Purpose. The purpose of this article is good: To permit such signs that will not, by their reason, size, location, construction or manner of display, endanger the public safety by distracting, confusing, misleading or obstructing the vision necessary for pedestrian or vehicular traffic safety, or detract from the community appearance as part of the county's concerted effort to enhance the aesthetic qualities of the county. But so much of Charlotte County's signage is distracting, confusing, and obstructs motorists' vision, potentially impacting pedestrians and other vehicular traffic. Signage code should eliminate all waving signs, duplicate signs, and "unprofessionally" made signs.   | 6/11/2016 4:59 PM  |
| 45 | consistency and clarity of any and all signage should be at the very top of the priority list  | 6/11/2016 3:38 PM  |
| 46 | retailers that create a junk like collage of window ads and temporary signs should be eliminated along with all flutter flags and human billboards in public space. Code enforcement should be empowered by doubling fines for violations if they occur on weekends.   | 6/10/2016 4:47 PM  |
| 47 | allow as many signs as possible and get rid of assclown code enforcement agents.   | 6/9/2016 5:36 PM   |
| 48 | Enforcement of the present C.C. sign codes will be much like enforcing what restrooms a transgender person uses. Put some teeth in the sign code laws by allowing law enforcement the ability to trace what is in effect sanctioned littering of wire and stick signs. Just what percentage of our population is in the market for a 3bdrm, 2 bath, pool, block fixer-upper for \$75,000 cash? Or how many of us need someone to repair our power windows? Yet all of have to suffer the blight these signs bring to the community at no cost to the litterer business offenders.  | 6/8/2016 7:47 PM   |
| 49 | The way the code is written a law enforcement person must witness offenders putting the sign in the road to arrest them. This is just like the enforcement of litter laws only this litter on a wire usually has a phone# or e-mail address to enable tracking down offenders. If this is not an option for enforcement nothing will change. The signs will keep on coming and someone will have to do the dangerous job of removing them. Do you want that job?   | 6/8/2016 7:30 PM   |
| 50 | none: The code can't be any clearer. People just don't read.....   | 6/8/2016 10:24 AM  |
| 51 | 1.1.3.B.4. Calls for an eyewitness to catch offenders while placing signs. This in effect makes this law unenforceable. Who is able to be an eyewitness and how should that person report the crime? Law enforcement will not bother with this type crime and more than likely would just give a warning to witnessed offenders. The county should be allowed to trace violators by info left on signs such as phone #'s and e-mail addresses and then fine them. Without this ability the problems are unenforceable and will persist no matter if the sign codes exist.  | 6/8/2016 10:22 AM  |
| 52 | Please give the results of this survey to Maryann in the Charlotte County Zoning Dept. she is trying to get info and I think this would help her.  | 6/2/2016 11:11 AM  |
| 53 | The code allows an excessive amount of signage. Also, what is with all the flags and banners. Signs are everywhere and in your face. Please reduce the amount of signage allowed.  | 6/2/2016 9:32 AM   |
| 54 | Get rid of the bus benches on ever corner. Go to the businesses they are in front of and ask if they approve of them. If they don't, have them write a letter objecting and they can be forced to remove them per the bad open ended agreement Charlotte County never should have agreed too. Content on signs can be regulated for offsite advertising and could have stopped the "mini billboards" that have popped up do to the lack of this knowledge. Forget a pretty US41. It's a commercial corridor not a scenic drive!  | 6/1/2016 2:49 PM   |
| 55 | Some businesses have basic signs where some have modern signs for instance the walmart and race track on kings highway have signs from the sixties where other stores of the same name in the county have nicer more with the times and surrounding landscape there they should all be consistant  | 6/1/2016 1:01 PM   |
| 56 | Get rid of sign holders, banner signs (those should be temporary, if at all), and get rid of parked cars in parking lots being used as signs.  | 6/1/2016 7:37 AM   |
| 57 | sign size allocation seems overly generous. 3 sqft per foot of frontage allows for too much signage. Maybe should have the 3 sqft applied to where a 2-sided sign gets the total area split between the 2 sides. That would give 1.5 sqft per liner foot for each side of the sign. It is strict, but would be wonderful for cleaning up the commercial roads  | 5/30/2016 8:59 PM  |
| 58 | It seems appropriate to include some guidance to the appropriate design and styles of signs along the major roadways. Many municipalities (and tasteful developments) have strict signage requirements that minimize the amount of sign surface area, and strictly prohibit the extra signs, sign spinners, banners, flags, and numerous other distractions. No need to get as high-minded as Punta Gorda, but it would be nice to adopt some standards for style, taste, construction. There appears to not be an enforced standard in the Port Charlotte area (especially Hwy 41 - yikes!). I would support a more strict sign ordinance, and would like to see it enforced (like the dancing manequin at the bike shop should have been thrown in the dumpster - it was litter in the public right of way). | 5/30/2016 8:50 PM  |
| 59 | Small road side signs in neighborhoods and public roadways. Gulf Blvd on Manasota will have, for rent, boat for sale , car for sale , for sale by owner, free junk, open house, garage sale, boat slip for rent, donuts shop open, apt for rent, ect. in app one mile  | 5/30/2016 10:34 AM |

## Sign Code Survey

|    |   |                    |
|----|---|--------------------|
| 60 | Contractors should be allowed to post Snyder signs to advertise their business, the code is in excess and I feel that texting and driving is far more dangerous than snyder signs. The county should encourage businesses to advertise that are licensed and insured. We need to break the reputation that people don't like charlotte county because of all the rules and unfairness. I hope that you take this survey seriously and make the changes to accommodate local businesses.   | 5/30/2016 8:04 AM  |
| 61 | all signs that are not state DOT approved billboards should be required to advertise the product or service that is available on the property where the sign is located. this used to be the case and is the statute most everywhere else in the state. Otherwise you end up with off site advertising that adds to the sign clutter. As for the size of the typical commercial sign. North Port has the right idea, The sign size should be tied to the size of the building or business store front if they are in a shopping center. I have been a sign contractor in Charlotte County for 15 years. They should ask the sign industry for their feed back. All sign codes are different from town to town & county to county. we are unique in that we see what works from all of the different sign codes. For example, in Charlotte County, we are allowed to remove and replace a face panel on a sign to do electrical service to a sign without a permit. Yet to remove and replace the same face panel to change or update the name, a permit is required. does not make sense. | 5/28/2016 7:20 PM  |
| 62 | Allow billboards in more locations.   | 5/27/2016 9:09 PM  |
| 63 | DOING A GREAT JOB   | 5/27/2016 1:18 PM  |
| 64 | We need better street # signs. Very hard to see what number you are on, on 41.  | 5/27/2016 12:43 PM |