



# staff report

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TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: Jim DellaLonga, Director of Economic Development

SUBJECT: Consideration and possible action to authorize the City Manager to execute an Agreement in a form approved by the Interim City Attorney, with Bulletin Displays, LLC for the preparation of an Exclusive Outdoor Advertising Development Plan.

DATE: February 8, 2016

## **EXECUTIVE SUMMARY**

Bulletin Displays, LLC is proposing to conduct a feasibility analysis of potential locations, both on public and private property, for outdoor advertising signage. The proposed agreement will provide Bulletin Displays, LLC with an exclusive opportunity to conduct said analysis for a period of two years with a possible extension period of one year.

## **RECOMMENDATION TO CITY COUNCIL**

- 1) Authorize the City Manager to execute an agreement with Bulletin Displays LLC, in a form approved by the Interim City Attorney; or
- 2) Alternatively, discuss and take other action related to this item.

## **CEQA**

This Agreement is exempt from the California Environmental Quality Act ("CEQA") for two reasons. First, pursuant to CEQA Guidelines § 15061(b)(3), the Resolution is exempt from CEQA because it can be seen with certainty that the Agreement will not, by itself, have significant effects on the environment. In addition, the Agreement is not a "project" as defined under CEQA Guidelines § 15378 because it has no potential for resulting in physical change in the environment, directly or ultimately. Any project that might result from work performed under the Agreement would be analyzed individually in accordance with CEQA.

**FISCAL IMPACT**

Based upon the terms of the draft agreement, the City would receive between 7% and 25% of the gross advertising revenue from sign location; the exact percentage depends on where the sign is located. The total revenue generated would depend on how many, if any, sign locations were approved by the City. The exact amount of revenue, however, is speculative at this point.

**DISCUSSION**

It is proposed that Bulletin Displays, LLC (Bulletin) be provided with an exclusive opportunity to conduct a citywide analysis of public and private property to determine the potential for the development of outdoor advertising signage. The agreement will give Bulletin two years with a possible one year extension to conduct the analysis of potential outdoor advertising sites within the City. When complete, the identified sites will be assessed by staff and, along with Bulletin's analysis and a recommendation will be presented to the City Council as to which sites, if any, should be considered for outdoor advertising. This report has identified the basic deal points of the proposed agreement, which is still being finalized and is not attached to this report.