

RESOLUTION NO. 2009-558

Adopted by the Sacramento City Council

August 25, 2009

GRANTING CLEAR CHANNEL OUTDOOR, INC AN EXCLUSIVE RIGHT TO NEGOTIATE WITH THE CITY ON TERMS FOR CONSTRUCTION OF DIGITAL BILLBOARDS ON CITY-OWNED SITES

BACKGROUND

- A. The City of Sacramento owns several sites along major freeways (Sites) that are of interest to the outdoor advertising industry (Industry) as potential locations for new digital billboards. Locating digital billboards on the Sites offers the potential for substantial additional revenues to the City. Accordingly, City staff prepared a Request for Proposals (RFP) soliciting proposals (Proposals) from the Industry to construct and operate digital billboards on the Sites. The Proposals were evaluated by a selection committee (Committee) using selection criteria (Criteria) enumerated within the RFP. The Criteria included conformance with digital display specifications, revenue generation to the City, sustainability features such as energy efficiency, design features of proposed digital billboards, and the proposed removal of existing billboards. The Committee evaluated the Proposals and selected a proposal submitted by Clear Channel Outdoor, Inc. (Clear Channel) as best fulfilling the Criteria.
- B. Although the City's current sign code does not allow digital billboards, City staff is reviewing the sign code, and a new provision allowing digital billboards is among the changes contemplated. Enactment of that new provision, whether as part of a comprehensive revision of the sign code or as a separate revision, is a prerequisite to the City Council's approval of Clear Channel's proposal. Another potential prerequisite is compliance with Ordinance No. 2007-079, which prohibits the construction on new billboards in the City, digital or otherwise, while the City reviews and revises the sign code. That ordinance allows the City to enter into relocation agreements for removal of existing billboards in exchange for installation of new billboards.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. Clear Channel is hereby granted a 120-day exclusive right to negotiate with the City on terms and conditions for (a) construction and operation of digital billboards on the Sites; and (b) removal of existing non-digital billboards (Terms).
- Section 2. Staff is directed to negotiate the Terms with Clear Channel and present to the City Council, for its consideration and possible approval, a proposed master lease and relocation agreement incorporating the negotiated Terms.

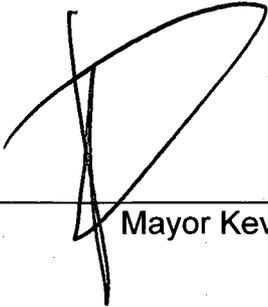
Adopted by the City of Sacramento City Council on August 25, 2009 by the following vote:

Ayes: Councilmembers Cohn, Fong, Hammond, McCarty, Pannell, Sheedy,
Tretheway, Waters, and Mayor Johnson.

Noes: None.

Abstain: None.

Absent: None.



Mayor Kevin Johnson

Attest:

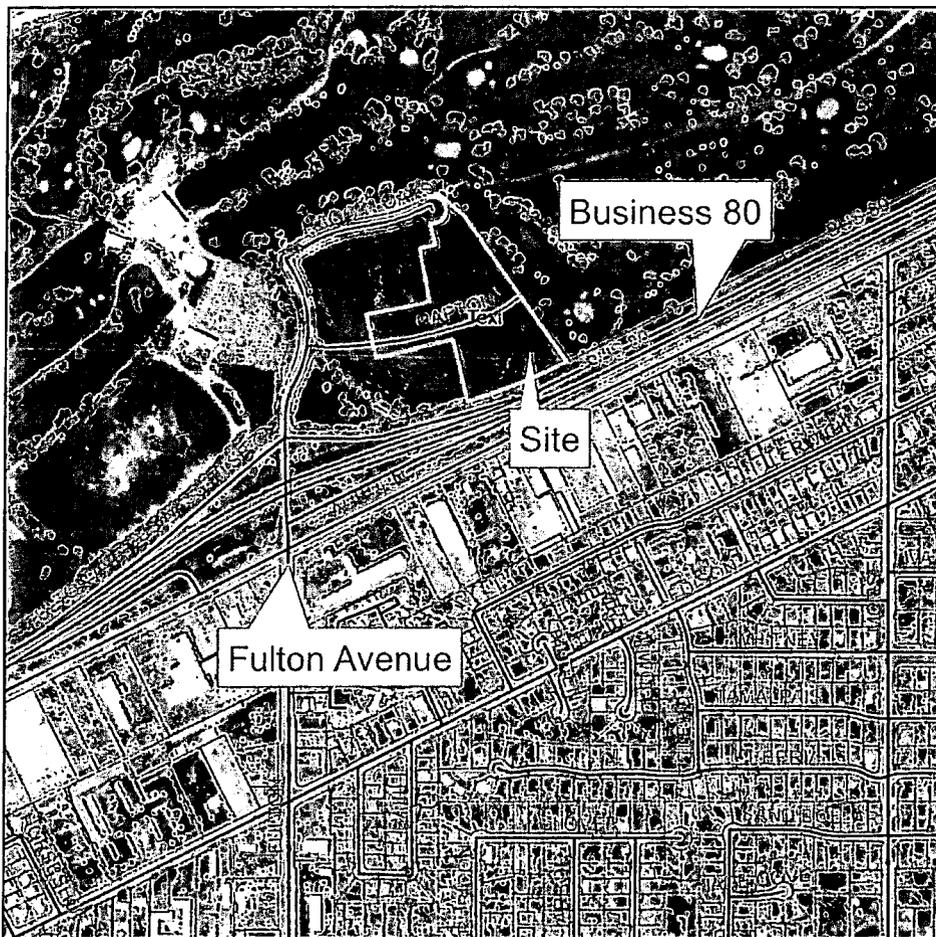


Shirley Concolino, City Clerk

City-owned Sites
Business 80 at Fulton Avenue

Traffic Count : 141,000 Vehicles per day

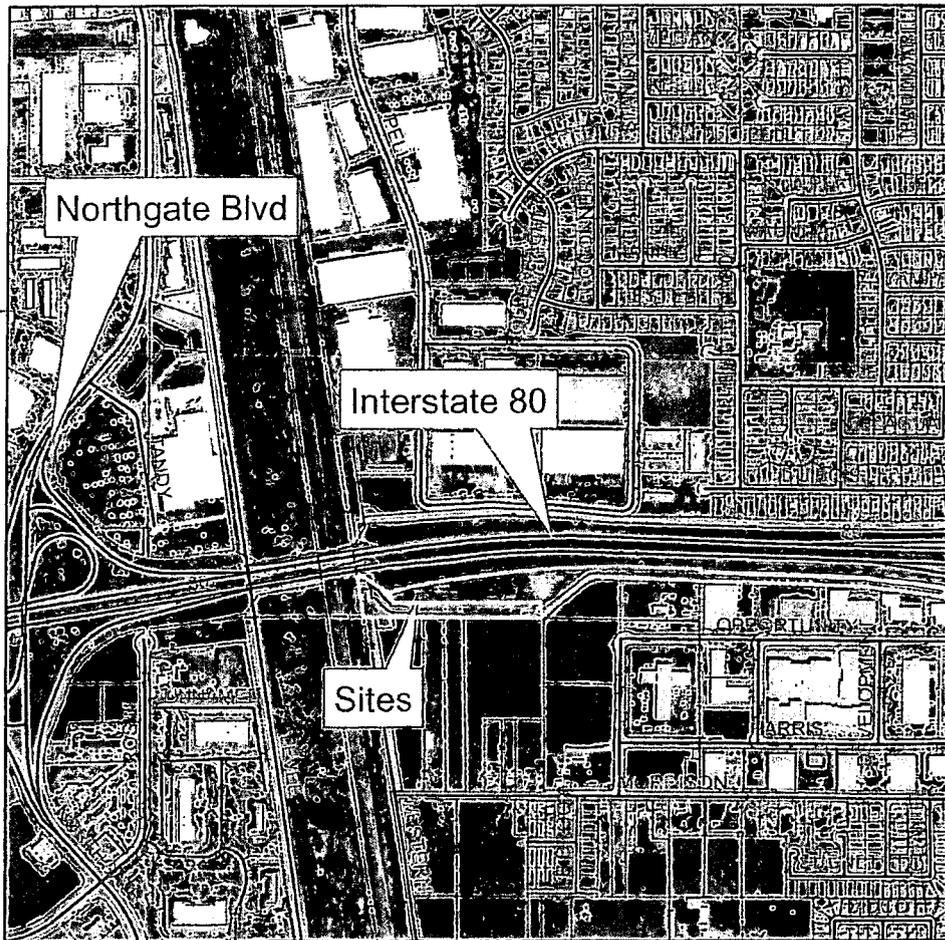
Parcels: 254-031-0002; 332,236 sq ft (partially occupied by Raption Honda)



City-owned Sites
Interstate 80 East of Northgate Blvd

Traffic Count : 141,000 Vehicles per day

Parcels: 237-003-1003; 98,233 sq ft
 237-003-1004; 235,660 sq ft



City-owned Sites

Interstate 5 in Vicinity of Richards Blvd

Traffic Count: 171,000 vehicles per day

- Parcels: 001-019-0015; 28,440 sq ft
- 001-019-0016; 23,616 sq ft
- 001-019-0004; 83,863 sq ft
- 001-021-0038; 1,702,418 sq ft
- 001-021-0037; 8,695 sq ft
- 001-004-0036; 10,935 sq ft
- 001-021-0052; 12,554 sq ft

