

# Electronic Large-Format Signage on City-Owned Property Status Update

Community and Economic Development  
Committee

Item d(3)  
February 26, 2024

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# Digital Signage on City-owned Property: Goals

- ❑ Enhance the commercial vibrancy of Downtown
- ❑ Generate revenue opportunities for the City
- ❑ Explore digital technologies to allow real-time emergency notifications and messaging to residents
- ❑ Remove blighted static billboards



# Background

- ❑ **2016-2018:** Staff analyses and engagement with community, tenants of City-owned properties, and billboard/sign companies
- ❑ **September 2018:** Approval of new Council Policy 6-4, allowing billboards, programmable signs and signs displaying off-site commercial speech
  - 17 sites, up to 22 signs
  - Direction to release RFPs for building-mounted signs in Downtown and free-standing freeway-facing signage on City-owned property



# Work Plan

- ❑ Work divided into two separate RFP processes
  - 1) Select Sites process: Building-Mounted Signage
    - Initial RFP issued August 2019; Notice of Intended Award (NOIA) issued December 2019
    - Second RFP issued May 2020; panel evaluation completed; NOIA issued December 2022
  - 2) Alternative Sites process: Free-Standing Signage
    - RFP issued July 2019; NOIA issued July 2020 but rescinded in October 2020 for City to re-examine initial evaluation; final NOIA issued March 2023



# Work Plan

- ❑ Since January 2023
  - ❑ Execute CEQA-related funding agreements
  - ❑ Coordinate logistical and technical parameters of signs with each location
  - ❑ Review sign design
  - ❑ Lease negotiations
  - ❑ Begin environmental Process for Selected and Alternative Sites



Sunset Spectacular, West Hollywood

# Next Steps

- ❑ Spring 2024: Complete environmental scoping analysis for Select and Alternative Sites and receive draft Initial Study environmental documents
- ❑ Summer 2024: Circulation of environmental documents
- ❑ Fall 2024: Finalize project-level environmental clearance and contract terms for Council action
- ❑ Fall 2024: Lease agreements executed after Council consideration of environmental clearance



Arsht Center for the Performing Arts, Miami FL

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