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

Community and Economic Development

Committee

Item d(3) February 26, 2024

Blage Zelalich, Deputy Director, Office of Economic Development and Cultural Affairs Robert Manford, Deputy Director, Department of Planning, Building and Code Enforcement

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 - RFP issued July 2019; NOIA issued July 2020 but rescinded in October 2020 for City to re-examine initial evaluation; final NOIA issued March 2023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

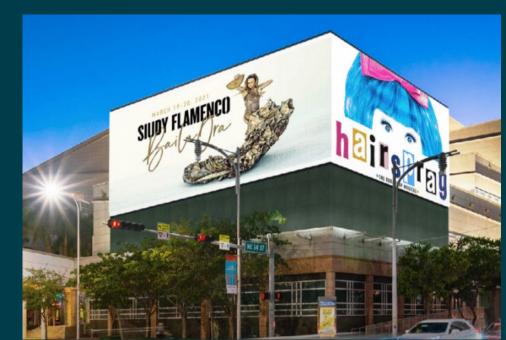


Next Steps

☐ 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



Arsht Center for the Performing Arts, Miami FL

☐ Fall 2024: Lease agreements executed after Council consideration of environmental clearance

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