



City of Largo Agenda Item 25

Meeting Date
10/16/17

Presenter: Carol Stricklin, AICP, Com Dev Director

Department: CD – Community Development

TITLE:

CLEAR CHANNEL OUTDOOR ADVERTISING AGREEMENT

The City of Largo entered into individual agreements with Outdoor Advertising Companies (Clear Channel Outdoor and CBS Outdoor) in May 2010 for regulation of outdoor advertising signs (billboards), replacing a previous agreement from May 1999. The agreements were for a ten (10) year period and will expire in 2020. During discussions with the City Commission in 2010, direction was given regarding the issue of digital billboards and consensus was reached to include a provision in the agreement that would allow the Outdoor Advertising Companies (OAC) to submit a written request to the City to negotiate the terms and conditions associated with the introduction and construction of digital, LED or “self illuminated” billboards in the City. The agreement states that it is understood and agreed that no digital, LED or similar “self illuminated” signs are allowed in the City’s jurisdictional limits, unless or until the parties negotiate terms or conditions allowing for such signs.

Clear Channel Outdoor has submitted a request to negotiate the inclusion of digital billboards and to renew the agreement. Accordingly, staff will initiate negotiations with Clear Channel regarding digital billboards and renewal of the agreement. The proposed terms of the new agreement, compared with the terms of the current agreement, will be presented to the City Commission at the February, 2019, City Commission Work Session for direction. Staff wishes the City Commission to be aware of the ongoing negotiations prior to the Work Session. Also, staff will contact Outfront Media (formerly CBS Outdoor) regarding the renewal of their agreement with the City.

Budgeted Amount: \$0.00 **Budget Page No(s):** NA **Available Amount:** \$0.00 **Expenditure Amount:** \$0.00

Additional Budgetary Information: Not applicable

Funding Source(s): NA **Sufficient Funds Available:** Yes No **Budget Amendment Required:** Yes No **Source:** N/A

City Attorney Reviewed: Yes No N/A **Advisory Board Recommendation:** For Against N/A **Consistent With:** Yes No N/A **Not Applicable**

Potential Motion/ Direction Requested: STAFF REPORT: INFORMATIONAL ITEM

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Attachments: None