



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
February 4, 2025

TOPIC: Agreement Amendment for the Provision of Digital Billboards and Digital Banners on City Owned Properties

AGENDA TITLE

First Amendment to Agreement with Outfront Media LLC for the Provision of Digital Billboards and Digital Banners on City Owned Properties (No Fiscal Impact)

RECOMMENDED ACTION

Authorize the City Manager to execute the first amendment to an agreement with Outfront Media LLC, for the provision of Digital Billboards and Digital Banners on City owned properties amending the termination clause (Agreement No. A-2025-XXX).

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

On April 19, 2022, City Council approved an agreement with Outfront Media, LLC (Outfront) for the design and construction of digital billboards and -banners on City-owned properties. The agreement allows Outfront to design, construct, maintain, and operate digital billboards and banners on freeway adjacent City-owned properties, and share advertising revenue for a 25-year period beginning on April 19, 2022, and ending April 18, 2047, with an option to extend for a period of ten-years.

To ensure timely installation of the digital billboards, the agreement includes a termination clause that allows the City to terminate the agreement if Outfront fails to construct and operate at least one digital billboard within three years of agreement execution. While staff has been working with Outfront to identify appropriate locations for digital billboards and obtain the necessary permits from CalTrans for construction, no such approvals have been obtained and no billboards have been constructed. Staff continues to work diligently with Outfront and have identified a site and strategy for obtaining regulatory approvals such that a revenue generating billboard can be installed within the next two years.

Staff recommends approval of the the proposed amendment (Exhibit 1) which modifies the termination clause to extend the time period from three to five years, effectively providing two additional years for Outfront to install the first revenue-generating billboard.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

There is no fiscal impact associated with this action.

EXHIBIT(S):

1. Amendment to Agreement with Outfront Media LLC

Submitted By: Nabil Saba, P. E. Executive Director – Public Works Agency

Approved By: Alvaro Nuñez, City Manager