



TO: Honorable Mayor & Members of the Fort Lauderdale City Commission

FROM: Susan Grant, Acting City Manager

DATE: November 7, 2024

TITLE: Motion Approving a Billboard Relocation and Reconstruction Agreement between the City of Fort Lauderdale and Clear Channel Outdoor, LLC – **(Commission Districts 1, 3 and 4)**

Recommendation

Staff recommends the City Commission consider a motion approving a billboard relocation and reconstruction agreement between the City of Fort Lauderdale and Clear Channel Outdoor, LLC.

Background

Florida Statutes Section 70.20 empowers governmental entities to enter into relocation and reconstruction agreements with sign owners that allow governmental entities to undertake public projects and accomplish public goals without the expenditure of public funds while allowing continued private investment in signage. Clear Channel, a sign owner in the City, proposes to voluntarily remove three existing billboards it maintains in the City of Fort Lauderdale and erect three digital face signs at new locations within the City to improve the aesthetic conditions in the Fort Lauderdale and provide revenue towards City's public goals. More specifically, Clear Channel will provide the following public benefits:

- Provide advertising space for:
 - State of Florida Office of Emergency Management for emergencies such as hurricanes, amber alerts, and police or fire situations.
 - Reserve up to five (5) hours per month of space on digital faces for public service messages from the City and Broward Housing Solutions, to be distributed evenly.
- As part of the agreement, Broward Housing Solutions, LLC ("BHS") on behalf of Clear Channel Outdoor, LLC ("Clear Channel") proposed to the City a potential funding source to address housing needs. This agreement establishes a Neighborhood Enhancement Program to fund established public goals as follows:
 - Clear Channel will pay \$25,000 a year per digital face for a total amount of \$125,000 for all five digital faces annually.

- Neighborhood Enhancement Program funds to be dispersed to the nonprofit organization selected by the City for the reduction of slum and blight, including but not limited to the assistance to and reduction of homelessness,
- If a billboard in the agreement is being operated with a printed face(s), the Clear Channel’s contribution will be \$12,000 per printed face.

Table 1 outlines the designated billboards to be removed, and Table 2 shows the locations of new digital billboards.

Table 1 – Existing Billboards to be Removed

Site #	General Location/Folio Number	Number of Existing Billboard Faces	City Commission District
Site #A 5801 N. Andrews Way	West of I-95 and 0.3 miles south of Cypress Creek Road facing north and south. Folio: 4942 10 04 0051	Two (2) Existing Billboard Faces	1
Site #B Airport Exit Ramp	South side of south airport exit ramp east of FEC right-of-way	One (1) Existing Billboard Face	4
Site #C (vacant lot) NW 62 nd Street	*Cypress Creek Road west of Andrews Avenue facing east and west Folio: 4942 10 00 0324	Two (2) Existing Billboard Faces	1

Table 2 – Locations of New Digital LED Billboards

Site #	General Location/Folio Number	Number of Digital LED Faces	City Commission District
Site #1 Solomon 5701 N Andrews Way	West side of I-95 and 0.6 miles south of Cypress Creek Rd facing north and south Folio: 4942 10 06 0070	Two (2) New Digital LED Billboard Faces	1
Site #2 JPG 1700 LLC 1800 NW 23 Ave	West side of I-95 and 0.8 miles north of Sunrise Boulevard facing south Folio: 4942 32 17 0021	One (1) New Digital LED Billboard Face	3
Site #3 Paigo Bros 3000 W. State Road 84	North side of I-595 and 0.7 miles west of I-95 facing east and west Folio: 5042 20 00 0210	Two (2) New Digital LED Billboard Faces	4

In the event Clear Channel replaces a digital face on a digital LED billboard with a printed face, Clear Channel will offer the City approval of an alternative digital billboard in Fort Lauderdale to provide public service messages. Alternatively, the City and Clear Channel may agree to an increase to the contribution to the Neighborhood Enhancement Program that equals an estimated fair market value of the loss of advertising space.

Resource Impact

Revenue related to this agreement will be included in the FY 2024 operating budget in the account listed below contingent upon the approval of the December Consolidated Budget Amendment.

Funds available as of October 25, 2024					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-3240-000-341-900	Housing Grant Operations	Other General Government Charges and Fees	\$0	\$0	\$125,000
				APPROPRIATION TOTAL	\$125,000

Strategic Connections

This item is a FY 2024 Commission Priority, advancing the Homelessness initiative and the *Affordable Housing and Economic Development* initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Housing Focus Area, Goal 2: Enable housing options for all income levels.

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Public Safety Focus Area
- Coastal Management, Community Health and Safety Element
- Goal 2: Manage coastal areas to ensure public safety and to protect city investments and economic drivers.

Attachment

Exhibit 1 – Relocation and Reconstruction Agreement

Prepared by: Lorraine Tappen, Principal Urban Planner, Development Services Department

Acting Department Director: Alfred G. Battle Jr., Development Services Department