

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

09-0632R

RESOLUTION AUTHORIZING AGREEMENT WITH THE GREATER
DOWNTOWN COUNCIL FOR OPERATION OF SIGNAGE IN THE DOWN-
TOWN SKYWALK SYSTEM.

CITY PROPOSAL:

RESOLVED, that the proper city officers are authorized to enter into an agreement, substantially in the form of that on file in the office of the city clerk as Public Document No. _____, with the Greater Downtown Council for the operation and maintenance of a signage system in the Downtown skywalk system.

Approved:

Approved for presentation to council:

Department Director

Chief Administrative Officer

Approved as to form:

Approved:

Attorney

Auditor

PLNG/ATTY REA:blj 10/12/2009

STATEMENT OF PURPOSE: This resolution authorizes an agreement with the Greater Downtown Council (GDC) for the operation and maintenance of a signage system in the Downtown skywalk system.

Pursuant to the agreement GDC would contract with a private vendor to establish up to 38 flat panel display signs at various locations throughout the skywalk system and would, for the first time, include the right to use up to four "cling displays" which will consist of materials designed to temporarily adhere to the Skywalk flooring material which will advertize various products and services. The displays will be placed in locations throughout the system but only with the approval of the owners of properties upon which the displays will be located.

In addition, the center panel of at least 14 of the flat panel displays will be used for public purpose displays such as directories and maps.

GDC will require that the vendor maintain both the flat panel displays and the cling displays in good condition. Additionally, the revenues paid by the vendors to GDC will be used exclusively for the support, betterment and maintenance of the skywalk system. The city will have the right to approve the budget for the expenditure of those revenues.

The agreement will have a term of five years.