

RESOLUTION NO. 11376

A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN OPERATIONAL AGREEMENT FOR USE OF THE PARCEL 61 ELECTRONIC READERBOARD SIGN TO BE LOCATED AT THE SOUTHWEST CORNER OF EAST BIDWELL STREET AND ALDER CREEK PARKWAY

WHEREAS, the Developer is required to obtain a Conditional Use Permit from the Planning Commission to establish the final location and design of the Parcel 61 Electronic Readerboard Sign; and

WHEREAS, Condition No. 7 of the Specific Plan Amendment for Electronic Readerboard Sign project (SPPL23-00051) requires the Developer to enter into an operational agreement with the City; and

WHEREAS, City and Developer desire to enter into an operational agreement to allow and to define permissible third-party, off-site advertising on the Parcel 61 Electronic Readerboard Sign; and

WHEREAS, Developer offers to remit to the City 10% of the net revenue from the sale of advertising time on the Parcel 61 Electronic Readerboard Sign; and

WHEREAS, Developer voluntarily agrees to focus third-party advertising on those businesses complementary to the Folsom Plan Area core businesses, to proactively seek Folsom-based businesses wishing to advertise on the Parcel 61 Electronic Readerboard Sign, and to restrict adult-related businesses and cannabis-related products and businesses from advertising on the Parcel 61 Electronic Readerboard Sign;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Folsom that the City Manager is authorized to execute an operational agreement for the use of an electronic readerboard sign located at the southwest corner of the intersection of East Bidwell Street and Alder Creek Parkway in a form acceptable to the City Attorney.

PASSED AND ADOPTED this 13th day of May, 2025, by the following roll-call vote:

AYES: Councilmember(s):
NOES: Councilmember(s):
ABSENT: Councilmember(s):
ABSTAIN: Councilmember(s):

Sarah Aquino, MAYOR

ATTEST:

Christa Freemantle, CITY CLERK