

October 5th, 2022

Joshua, Texas

City Council &
Economic Development



Digital Sign Proposal

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FAIRMOUNT
Outdoor Advertising

Proposal

- Fairmount Outdoor seeks permission to construct a dual-sided 12' x 40' billboard with digital capability
- Site: Approximately 325 N. Broadway St., adjacent to Sonic in Joshua
- **COMMUNITY BENEFITS.** Fairmount Outdoor will provide one advertising slot on the digital face for exclusive use of City and EDC marketing for public benefit, uses, or other features that address City of Joshua (and YMCA, where applicable) priorities and needs by the display of public service announcements, amber alerts, emergency broadcast messaging, non-profit, and advertising on the Sign. This exposure of 35,000+ cars per day is a more effective way of alerting the community than the official Facebook page for the City of Joshua (currently 6,000 followers).
- **DESIGN QUALITY.** This update will help to realize the City's vision to enhance its signage assets by integrating state-of-the-art LED technology with classic stonework. The creative legacy of the new signs will provide cultural value to the City of Joshua.



Proposed Site (before)

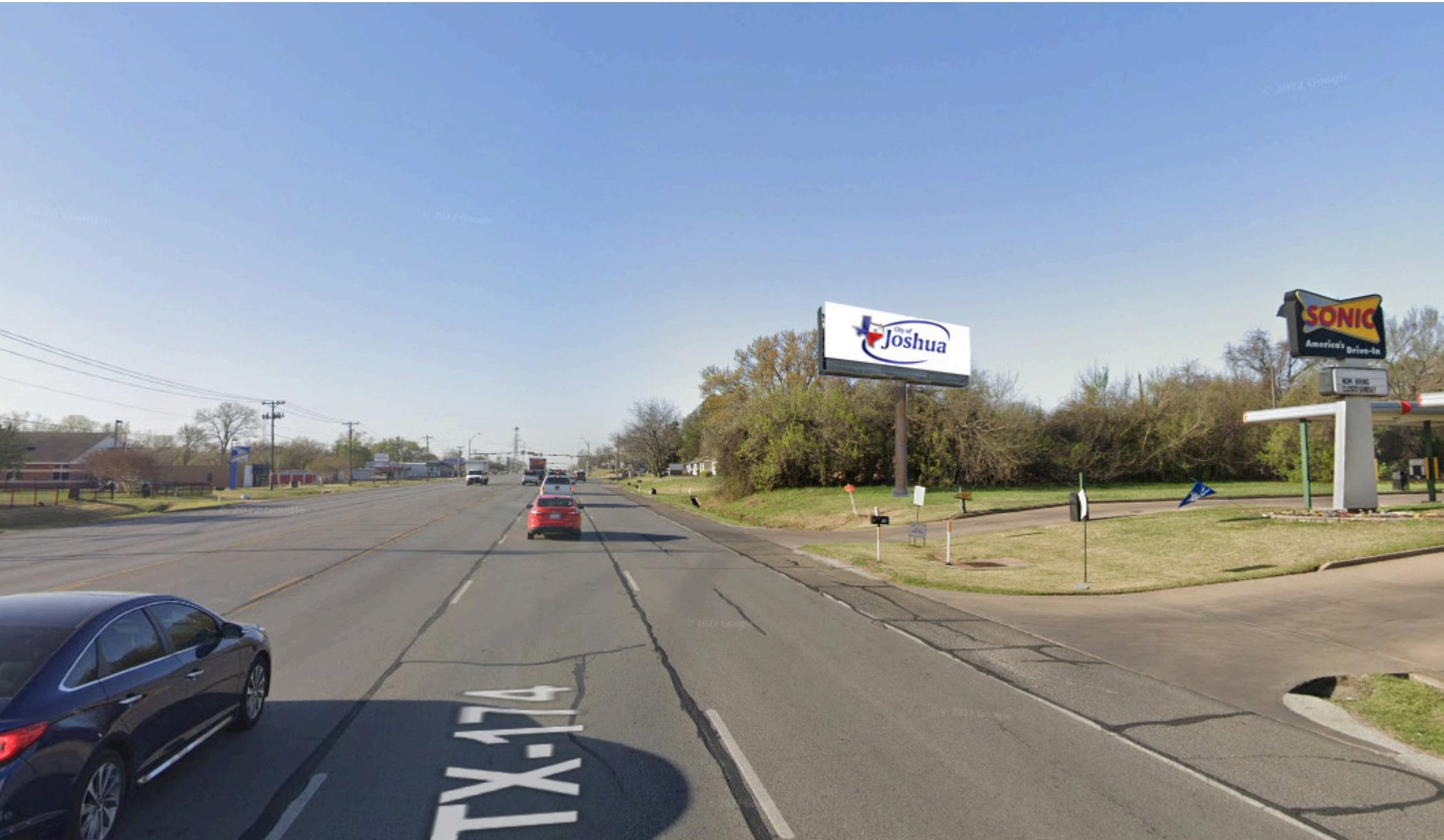




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Proposed Site (after)





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Next Steps

- Discussion with City Council Work Session
- Drafting of a Development Agreement, where we would address the following items:
 - Pursuant to Chapter 380 of the Texas Local Government Code, the City of Joshua may establish and provide for the administration of an economic development program to advance economic growth, while also stimulating business and commercial activity within the City of Joshua;
 - The Billboard Structure would comply substantially with the Development Standards of the City of Joshua;
 - The Agreement sets up a structured arrangement wherein the City of Joshua will have use of the Billboard Structure.