



Development Agreement with Burkett Media

Crystal Caldera, PhD
City Manager
City Council Meeting
May 7, 2024

Summary

- Question
 - Whether or not to authorize the City Manager to enter into a development agreement with Burkett Media
- Options
 - Approve the request
 - Approve a variation of the request
 - Deny
- Declaration
 - The City Council's Discretion

Purpose

- The City Allows Burkett Media to erect a double-sided digital billboard at 5902 Bandera
- Burkett Media will pay the City \$100,000

Background

- On March 19, 2024, the City Council of the City unanimously approved two (2) variances to Chapter 3 Building Regulations, Article 3.04 Signs, Section 3.04.012 Off Premises Sigs, (a) New Off-Premises Signs and (12) Emitting Diode Signs Light to allow construction of the off-premise Digital Billboard by Company (collectively the “Variance”); and
- Burkett Media still needs the city to approve the new sign code to allow for these types of signs at Bandera and 410

Fiscal Impact

- Increase the general fund by \$100,000

Recommendation

- City Council's Discretion