

**MAYOR AND COUNCIL COMMUNICATION**

**DATE:** May 7, 2024  
**TO:** Mayor and Council  
**FROM:** Crystal Caldera, City Manager Initiator’s Name, Title  
**SUBJECT:** Presentation, Discussion, and Possible Action on a Resolution Authorizing the City Manager to Enter into a Development Agreement with Burkett Media Management, LLC, to Allow a Double-Sided Digital Billboard Adjacent to Loop 410 At 5902 Bandera In Exchange For A \$100,000 Beautification Impact Cost.

**PURPOSE & BACKGROUND**

The purpose of this item is to authorize the City Manager to enter into an agreement with Burkett Media to erect a digital Billboard at 5902 Bandera. Burkett Media would also agree to pay the City \$100,000 as a Beautification impact cost.

On March 19, 2024, the City Council 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”). 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 \$100,000

**RECOMMENDATION**

Council Discretion

APPROVED: \_\_\_\_\_ DISAPPROVED: \_\_\_\_\_

APPROVED WITH THE FOLLOWING AMENDMENTS:

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\_\_\_\_\_  
\_\_\_\_\_  
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ATTEST:

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**SAUNDRA PASSAILAIGUE, TRMC**  
City Secretary