

424



SUBMITTAL TO THE BOARD OF DIRECTORS OF THE REDEVELOPMENT AGENCY COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

FROM: Redevelopment Agency

SUBMITTAL DATE:
December 1, 2009

SUBJECT: Outdoor Advertising Display Relocation Agreement between the Agency and Lamar Central Outdoor, LLC, ("Agreement") 2nd District

RECOMMENDED MOTION: That the Board of Directors:

1. Make the following findings:
 - a. The construction of the SR 60/Valley Way Interchange Improvement Project ("Project") will benefit the Jurupa Valley Project Area ("Project Area") by helping to eliminate blight within the Project Area by improving traffic and public safety in Project Area; and
 - b. No other reasonable means of financing the costs of the Project are available to the community because the current economic crisis has substantially reduced the community's revenues to fund the Project; and

(Continued)

Robert Field

 Robert Field
 Executive Director

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 75,000	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$	Budget Adjustment:	No
	Annual Net County Cost:	\$	For Fiscal Year:	2009/2010

COMPANION ITEM ON BOARD OF SUPERVISORS AGENDA: Yes	
SOURCE OF FUNDS: Jurupa Valley Project Area Redevelopment Funds	Positions To Be Deleted Per A-30 <input type="checkbox"/>
	Requires 4/5 Vote <input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE
 BY: *Jennifer L. Sargent*

 Jennifer L. Sargent

County Executive Office Signature

FISCAL PROCEDURES APPROVED
 ROBERT E. BYRD, AHP
 TROLLER
 BY: *Michelle Clack* 3/1/10
 ANA GARCIA, CANEGRA
 Departmental Concurrence
 DATE: 2/10/10
 MICHELLE CLACK
 FORM APPROVED COUNTY COUNSEL
 BY: *Michelle Clack*
 Dept't Recomm.: Consent
 Per Exec. Ofc.: Consent
 Policy
 Policy

RECOMMENDED MOTION: (Continued)

- c. The payment of funds for a portion of the costs of the Project is consistent with the Implementation Plan for the Project Area and is necessary to effectuate the purpose of the Project Area's Redevelopment Plan, which calls for transportation improvements.
2. Find that the approval of this Agreement is exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15302. CEQA Guidelines Section 15302 is a categorical exemption for the replacement or reconstruction of existing structures and facilities where the new structure will be located on the same site as the structure replaced and will have substantially the same purpose and capacity as the structure replaced;
3. Approve and Authorize the Chairman of the Board to execute the attached Outdoor Advertising Display Relocation Agreement by and between the Agency and Lamar Central Outdoor, LLC (Lamar") and Approve the payment up to \$75,000; and
4. Authorize the Executive Director of the Redevelopment Agency or designee to execute and take all necessary steps to implement this Agreement including signing subsequent necessary and related documents to complete this transaction.

BACKGROUND:

The Agency owns the real property known as Assessor's Parcel Number 174-150-012 ("Property"), which is located within the Jurupa Valley Project Area. Lamar owns and operates two (2) outdoor advertising displays ("Displays") on the Property and the Displays need to be moved from their current location in order for the Project to be constructed.

The Agency wishes to pay for the costs of removing and relocating the Displays to facilitate the construction of the Project, which will improve traffic circulation in the area and enhance public safety within the Project Area.

The attached Agreement sets forth the terms by which the Agency will provide up to \$75,000 for costs associated with removing the Displays from the current location, and grant Lamar the temporary right to enter the Agency's Property to remove the Displays.

The Agency will renegotiate a new Lease Agreement with Lamar to memorialize the terms and conditions for the remaining Billboard which will remain on Agency property. Upon completion, the Lease will be submitted to the Board for consideration.

Staff recommends approval of the attached Agreement.