



# **Agenda Report**

## **Fullerton City Council**

**MEETING DATE:** JULY 20, 2021

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** STEVE DANLEY, ACTING CITY MANAGER

**PREPARED BY:** LUCINDA WILLIAMS, CITY CLERK

**SUBJECT:** FREEWAY-ORIENTED ELECTRONIC BILLBOARD  
LOCATED AT 303 NORTH PLACENTIA AVENUE  
DEVELOPMENT AGREEMENT – SECOND READING OF  
ORDINANCE

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### **SUMMARY**

City Council introduced the first reading of an ordinance for a freeway-oriented electronic billboard development agreement at the July 6, 2021 City Council meeting.

### **RECOMMENDATION**

Adopt Ordinance No. 3300.

ORDINANCE NO. 3300 - AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FULLERTON, CALIFORNIA, APPROVING A DEVELOPMENT AGREEMENT FOR A FREEWAY-ORIENTED ELECTRONIC BILLBOARD ON PROPERTY ZONED G-C, GENERAL COMMERCIAL, LOCATED AT 303 NORTH PLACENTIA AVENUE

### **FISCAL IMPACT**

None.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

### **DISCUSSION**

City Council unanimously introduced Ordinance No. 3300 for first reading by title only and waived further reading of the ordinance at its July 6, 2021 meeting. The recommended action would adopt the previously introduced ordinance. The ordinance would take effect 30 days from the date of City Council adoption.

### **Attachments:**

- Attachment 1 – Draft Ordinance No. 3300