



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** NOVEMBER 2, 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 1210 BURTON STREET DEVELOPMENT  
AGREEMENT - SECOND READING OF ORDINANCE

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### **SUMMARY**

City Council introduced the first reading of an ordinance approving a development agreement for a freeway-oriented electronic billboard located at 1210 Burton Street at the October 19, 2021 City Council meeting. City Council may adopt the ordinance following the second reading.

### **RECOMMENDATION**

Adopt Ordinance No. 3305.

ORDINANCE NO. 3305 - AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FULLERTON, CALIFORNIA, APPROVING A DEVELOPMENT AGREEMENT FOR A FREEWAY-ORIENTED ELECTRONIC BILLBOARD TO PROVIDE THE PROJECT APPLICANT AND THE CITY OF FULLERTON CERTAIN ASSURANCES WITH RESPECT TO PROJECT APPROVALS AND OBLIGATIONS

### **FISCAL IMPACT**

None.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability.

### **DISCUSSION**

City Council unanimously introduced Ordinance No. 3305 for first reading by title only and waived further reading of the ordinance at its October 19, 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. 3305