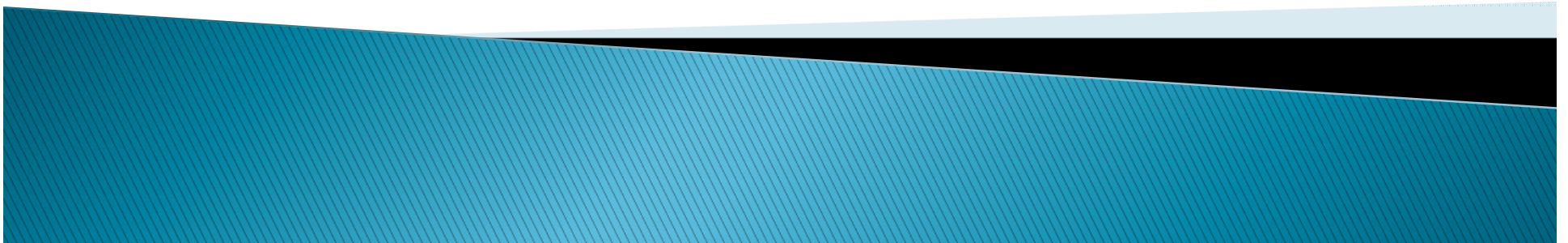


Approval of Additional Services by Brightview Landscaping Services (CIP No. 9933)

August 20, 2019



Background

- Drought tolerant median renovation – Rosecrans Ave.
- Included in FY 20 Budget – CIP No. 9933
- Medians similar to Paramount Blvd., Downey Ave. and Alondra Blvd.
- Brightview Landscaping Services - City's exclusive landscape maintenance contractor
 - Additional median work - \$156,714





Rosecrans Avenue



Downey Avenue

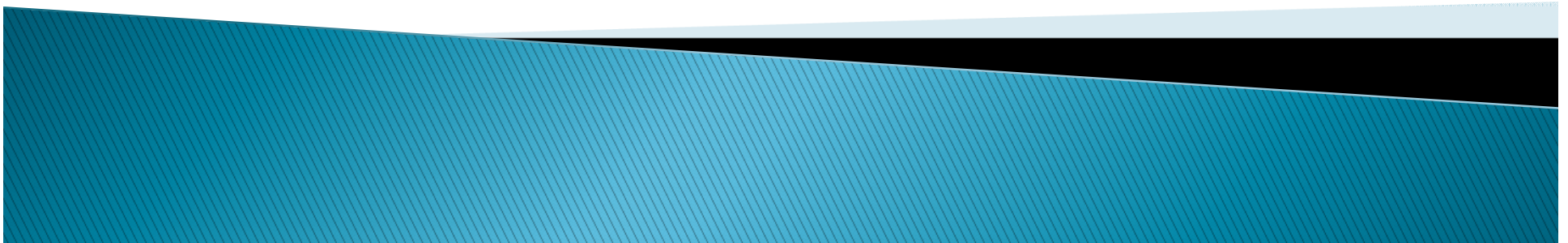
Recommended Action

Approve the purchase of landscaping services for refurbishment of street medians on Rosecrans Ave. by Brightview Landscape Services in the amount of \$156,714



Approval of Additional Services by Brightview Landscaping Services (CIP No. 9933)

August 20, 2019



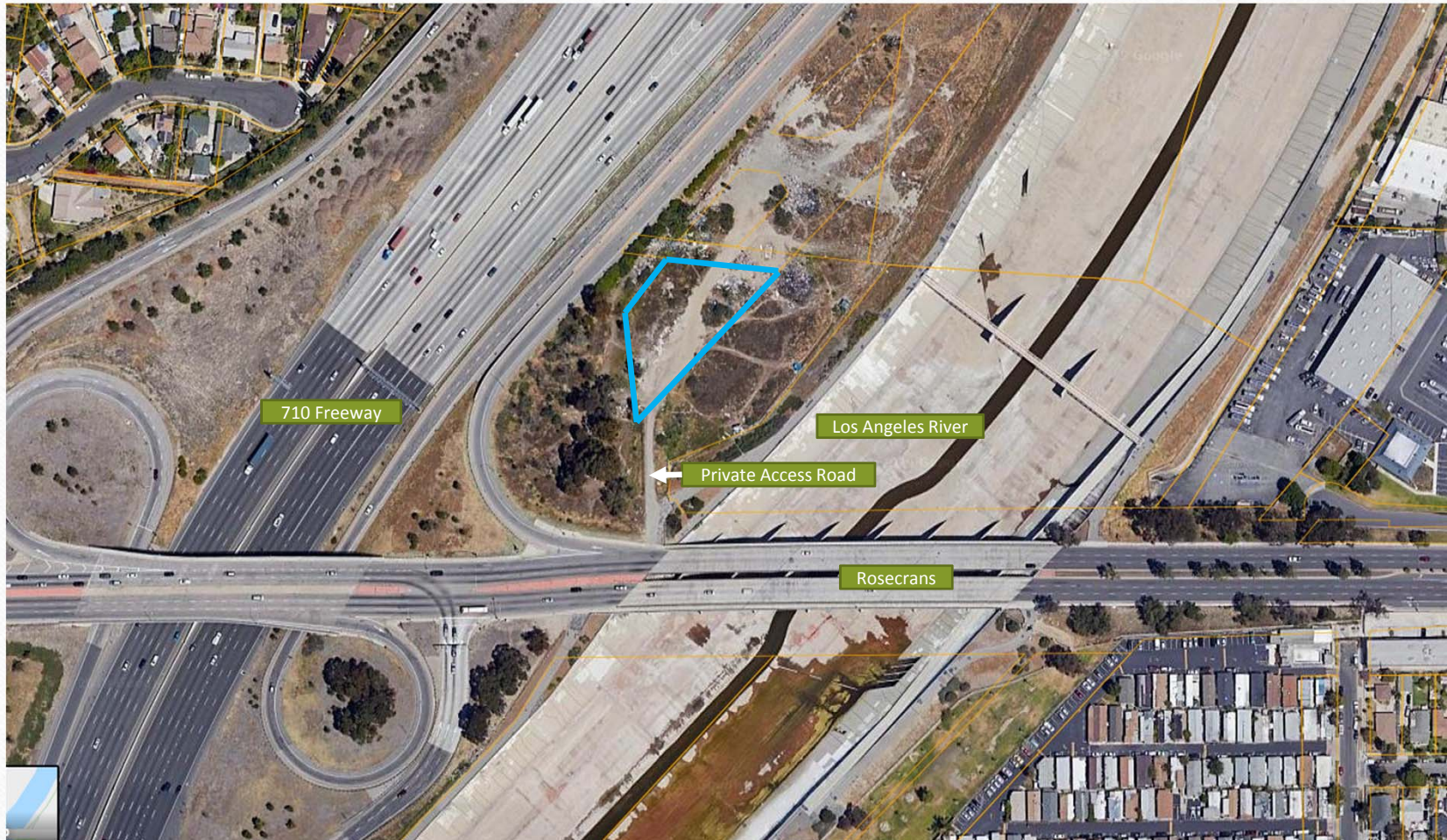
Digital Billboards

Background

- Discussion item regarding digital billboards
- In mid-2016 we began considering the possibility of digital billboards
 - Remote area adjacent to the 710 Freeway, north of Rosecrans
 - “Sandwiched” between the 710 Freeway and the Los Angeles River
 - Not accessible by a public road

Background

- Potential billboard site part of a 10-acre area with absentee owners
 - Area not maintained by property owners
 - Site of homeless encampments
- Limited access billboard lease area could help address these issues



Discussion

- Number of cities along the 710 corridor have allowed digital billboards
- Paramount site is remote and difficult to access
- Site not associated with Paramount

Discussion

- Clear Channel Outdoor and Outfront Billboards own traditional “static” billboards in the City
 - Discussion to remove static billboards
 - In exchange allow digital billboards at 710 freeway
 - Clear Channel and Outfront not interested in losing existing billboards
- We were approached by a smaller, “niche” billboard company

Billboard Considerations

- Decorative pole and billboard
- Brightness of lights to surrounding area and freeway
- Frequency of image changes
- Percent of time for public announcements
- Annual development fee for the City
 - In the range of \$100,000







Considerations

- Site is zoned M-2 (Heavy Manufacturing)
- Process an overlay zone to allow for digital billboards
- Require a conditional use permit
- Require Development Review Board approval
- Require development agreement

Conclusion

- Billboard site is remote
 - Difficult to development for industrial purposes
- Billboard lighting would not impact neighborhood to the south
- Partial remedy for homeless encampments

Conclusion

- Design would be creative and artistic
- Annual development fee for the City
- Percent of advertising time dedicated to public announcements

Recommended Action

- Provide direction on preparing an ordinance to update the Paramount Municipal Code to allow for the limited construction and operation of a digital billboard

Digital Billboards

Paramount Historical Society

Paramount Historical Society

- Background
- City Survey:
 - Visited Local Sites
 - Graduate Student Survey
 - 501(c)3 Non-Profits
 - City Involvement
 - Quality
- Donations
- Formation:
 - Articles of Incorporation and By-Laws
 - Marketing and Recruitment
 - 501(c)3 Application
 - Marketing Plan

Paramount Historical Society

- Recommended Action
Authorize the formation of a non-profit
Paramount Historical Society