



City of Anaheim

PLANNING DEPARTMENT

Request for Information (RFI) for Billboard Exchange Program April 26, 2007

This is an invitation to outdoor advertising companies to submit information regarding recommendations for a billboard exchange program.

Background

The beautification of freeway corridors and arterial highways is a high priority for the City of Anaheim. To further the City's goals to enhance our community, the City Council is interested in considering options to reduce or eliminate the number of billboards along our City's streets.

Based upon past expressions of interest from several outdoor advertising companies, the City Council has directed City staff to distribute this RFI concerning the possible design, adoption and implementation of a voluntary billboard exchange program. As currently envisioned, such a program would involve outdoor advertisers voluntarily removing existing non-freeway-oriented billboards in exchange for the right to construct one or more new billboards or other forms of off-site advertising oriented to a freeway or major commercial arterial. Examples of other forms of advertising could include a community marquee.

To determine interest in participating in such a program and to analyze the type of exchange programs that would be of interest to the outdoor advertising industry, the City is soliciting input from outdoor advertising companies. The City is also interested in receiving any other suggestions that would further Anaheim's goals to make our City more attractive by reducing the number of billboards within our community. The City will study any responses received to this RFI to determine the benefits of proposed programs. Any proposed modifications to the City's existing standards for off-site advertising would be balanced with ongoing efforts to enhance community appearance for our residents, visitors and businesses.

This is merely a request for information. Nothing in this request should be construed as an indication that the City Council intends to accept any recommendation presented in response to this request, or that the City Council intends to permit new billboards or an exchange program.

Submittal Requirements

Interested parties should submit the following:

- Company name, address and contact information (contact person, phone number, fax number, and e-mail address).

200 South Anaheim Boulevard
P.O. Box 3222
Anaheim, California 92803

TEL (714) 765-5139

- The location and size of all company billboards currently located within the City of Anaheim (please include a map indicating the addresses and locations of all billboards).
- Billboard exchange program recommendations including the location and size of any billboard to be removed and the location and size of any proposed billboard and/or other form of off-site outdoor advertising (please describe). If the proposed location for any new billboard/off-site advertising does not meet current State requirements, please describe the steps that would be taken to seek relief from these requirements. City requirements may be amended if suitable locations are proposed. Please also provide the proposed time limits for any new billboards/off-site advertising and an analysis of the program's benefit to the City, which should be based on the size and visibility of the proposed/removed advertising (i.e. the number of persons that view the advertisement).
- Any other recommendations/options to remove billboards and further enhance our City.
- Any company policies regarding billboard content.

Please provide as much detail as possible, in order for the City to analyze your company's recommendations.

Responses to this information request are due by June 7, 2007 at 4:30 p.m. Late submittals will not be accepted. Respondents are asked to submit one (1) original copy, five (5) hard copies, one (1) unbound copy for duplication and one (1) electronic version of their response to the RFI to:

Susan Kim, Senior Planner
City of Anaheim, Planning Department
200 S. Anaheim Boulevard
Anaheim, CA 92805

Questions/Additional Information

If you have questions or need additional information, please contact Susan Kim, Senior Planner, in writing at the address above or by fax at (714) 765-5280 or by e-mail at skim@anaheim.net. Questions and responses may be made available to all other companies responding to this request.

We appreciate your interest in working with us to achieve our goals to beautify our City. We look forward to reviewing your proposals to further implement this goal.

Sincerely,



Sheri Vander Dussen, AICP
Planning Director

C: Mayor and City Council
City Manager