



City of Anaheim  
**PLANNING DEPARTMENT**

September 21, 2007

Name  
Company  
Address  
City, State, Zip Code

RE: BILLBOARD EXCHANGE PROGRAM UPDATE

Dear ,

In April 2007, your company was sent a Request for Information (RFI) from the City of Anaheim inviting outdoor advertisers to submit recommendations for a billboard exchange program. This RFI was based upon past communications from outdoor advertising companies interested in participating in a voluntary billboard exchange program. As envisioned, such a program would allow outdoor advertisers to remove existing non-freeway-oriented billboards in exchange for the right to construct one or more new freeway-oriented billboards or other forms of off-site advertising oriented to a freeway or major commercial arterial. The overarching goal of the program would be to improve the visual character of the City's neighborhoods by eliminating or reducing billboards along our streets.

The City received three responses to the RFI which were reviewed by the City Council on September 11, 2007. Responses were received from Bulletin Displays, LLC; CBS Outdoor; and Clear Channel Outdoor. In conjunction with its consideration of this item, the City Council also reviewed a billboard exchange analysis prepared by Sanli Pastore and Hill (SP&H). The SP&H study analyzed various economic factors associated with removing street-oriented billboards in exchange for constructing freeway-oriented billboards and provided staff with recommended exchange rates by which to analyze the exchange proposals. Each of the three proposals received included exchange rates at or below the recommended exchange rate contained in the SP&H study. In addition, two of the proposals did not provide all of the information requested by the RFI (e.g., location of existing billboards, location and number of billboards to be removed and constructed, etc.) which limited staff's ability to evaluate the proposals. The City Council continued discussion of the exchange program to its November 6, 2007 meeting so that staff could provide additional analysis and to provide outdoor advertising firms with an opportunity to revise their proposals or submit new proposals. A video of the September 11, 2007 City Council meeting and the associated staff report, including the proposals and the SP&H study, are available on the City's website at [www.anaheim.net](http://www.anaheim.net) (click on the "View City Council Meetings Live" link on the right-hand side of the page below "Mayor/City Council").

As noted, the City is offering another opportunity for outdoor advertisers to submit and/or revise recommendations for a billboard exchange program. While ownership of street-oriented billboards is not a requirement, the proposal should clearly indicate how the outdoor advertiser intends to enhance the visual character of the community in exchange for the opportunity to construct freeway-oriented billboards.

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

TEL (714) 765-5139

In addition, outdoor advertisers may provide SP&H with any information that they feel may supplement SP&H's analysis.

Submittal Requirements

New proposals should include all of the following information:

- Company name, address and contact information (contact person, phone number, fax number, and e-mail address).
- Any company policies regarding billboard content.
- 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).
- The location and size of any billboard to be removed.
- 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.
- The proposed time limits for any new billboards/off-site advertising.
- Any other recommendations/options to remove billboards and/or further enhance our City.
- An analysis of the proposed exchange program's benefit to the City, including the size and visibility of the proposed/removed advertising (i.e. the number of persons that view the advertisement).

Staff requests to receive submissions no later than October 12, 2007, to allow time for analysis prior to the November 6, 2007 Council meeting. Respondents are asked to submit one (1) original copy and one (1) electronic version to:

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

If you are interested in providing SP&H with further information to supplement their study, please contact:

Forrest A. Vickery, ASA  
Managing Director - Northern California  
Sanli Pastore & Hill, Inc.  
701 University Avenue, Suite 108  
Sacramento, CA 95825  
phone: (916) 614 - 0530  
fax: (916) 614 - 0522  
[fvickery@sphvalue.com](mailto:fvickery@sphvalue.com)

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](mailto:skim@anaheim.net). Questions and responses may be made available to all other companies responding to this request.

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.

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