

RESOLUTION NO. 2018-170

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
ESTABLISHING FEES FOR THE EVENT ADVERTISING SIGNAGE PROGRAM**

WHEREAS, at the April 27, 2016, City Council Meeting, Council gave direction to Public Works staff to develop an Event Advertising Signage pilot program visible in high traffic locations in the City to promote community events; and

WHEREAS, the City Council directed that the pilot program be of a static design that uses interchangeable sign panels; and

WHEREAS, construction of two signs – one located at Laguna Boulevard near West Stockton Boulevard and one located at the intersection of Big Horn Boulevard and Elk Grove Boulevard – are forecasted for completion in the fall of 2018; and

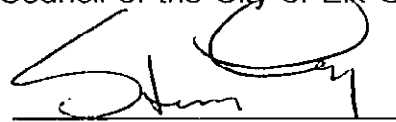
WHEREAS, following a call for bids consistent with Elk Grove Municipal Code Chapter 3.50 for the construction and installation of the sign panels, and no bids having been received, pursuant to Public Contract Code section 22038(c), the City has negotiated an agreement with Pacific Coast Signs, Inc. dba FASTSIGNS ("Contractor"), an Elk Grove business, for the construction and installation of the sign panels not to exceed \$24,000; and

WHEREAS, pursuant to the contract, the Contractor shall produce, install and remove panels that adhere to the specifications approved by the City Council under the Event Advertising Signage Program Guidelines; and

WHEREAS, the City and Contractor have agreed to pricing in an amount that does not exceed the reasonable cost to produce, install, and remove the sign panels, which cost is being passed on to sign panel applicants without any mark-up or administrative charge by the City.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby establishes a sign panel applicant fee of \$300 for a set of two identical sign panels supporting the Event Advertising Signage Pilot Program.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 25th day of July 2018.



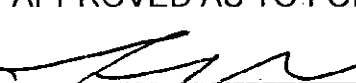
STEVE LY, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS,
CITY ATTORNEY

**CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2018-170**

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

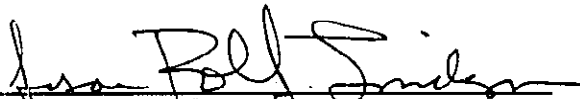
I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on July 25, 2018 by the following vote:

AYES: COUNCILMEMBERS: Ly, Suen, Detrick, Hume, Nguyen

NOES: COUNCILMEMBERS: None

ABSTAIN: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: None



**Jason Lindgren, City Clerk
City of Elk Grove, California**