



City Council Communication

Meeting Date: April 18, 2022

Requested By: Development Services Department

Item Title:

Consider a motion accepting or rejecting an offer from Robinson Outdoor for a perpetual easement to build a digital billboard on city-owned property located at 204 North C Street

Explanation:

Danny Marler of Robinson Outdoor has submitted an offer to the city for a perpetual easement to build a digital billboard on a vacant lot at 204 North C Street. The lot dimensions are 60' x 114' (0.16-acre) and zoned UC Mixed Use Urban Corridor District. A summary of their offer and staff's review follow.

Robinson Outdoor's offer

1. \$30,000 for a 40' x 40' perpetual easement (or may purchase the property if required).
2. Construct a "V"-shaped digital billboard facing A Avenue:
 - a. Two (2) 10' x 20' (200 SF) display panels totaling 400 SF
 - b. 35' sign structure height (increased from original offer of 25')
 - c. Placed 10' from front property line and 5' from side property lines
3. Robinson will pay expenses in surveying, electrical service, title work, and permits.
4. Stipulations so that future owners can't construct anything to block their sign.
5. Offer conditioned on receiving required state and local permits.
6. The city may utilize the sign for public announcements or promotions.

As their offer points out, the property's assessed value is \$9,780. The assessor classifies the land as residential and indicates the city purchased this property in 2013 for \$59,500.

Staff review of the offer

Staff reviewed Robinson's proposal and noticed several conflicts as it relates to our adopted codes and policies. Oskaloosa's zoning code prohibits "off-premise" signs on public property (Sec. 17.30.030C6). The maximum permitted area of freestanding signs is 216 SF and the maximum height is 25 feet on this property. This proposal greatly exceeds those standards. Multiple variances would be required from the Board of Adjustment without an apparent hardship. Furthermore, if approved and constructed, the sign would eliminate the ability to place other freestanding tenant signs on the property in the future.

The city's property disposition policy states an intent to sell properties to responsible community members so that the existing structure can be renovated or repurposed, redeveloped with a new primary structure, or converted to greenspace to enhance the city. The policy also requires the use of any property purchased from the city to be consistent with the zoning classification. The proposed easement size and stipulations would prohibit most reuse options on the property, including the ability to assemble the property with adjoining lots for redevelopment and driveway consolidation. The proposed location is also near Oskaloosa's Main Street District and downtown Historic District.

Recommended Action:

Due to conflicts with the property disposition policy and city codes, and resulting limitations on future property reuse, staff recommends the City Council reject this offer.

Budget Consideration:

\$30,000 one-time revenue to the city's general fund.

Attachments:

Robinson proposal letters
Sign structure renderings