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AGENDA NOTES:

Attachments for Boards and Commissions

Staff Resource: Stephanie C. Kelly, City Clerk's Office, 704-336-4515, sckelly@charlottenc.gov

As a result of comments concerning the length of the board attachments provided with the e-agenda of the last business meeting, the Boards and Commissions Clerk has revised the format of the information provided for the March 24 Council meeting. Going forward, Council will find in the agenda an "abbreviated" version of the application submitted by the prospective advisory board members with only the most pertinent information. In most instances, the abbreviated application should be no more than one page. If Council members wish to see more detailed information about an applicant, they are invited to contact the Clerk's Office and come review the completed applications in the Clerk's Office. The full detailed information will also be available for Council review at the dinner briefings prior to the business meetings.

Agenda Item #14 – City Council Meeting Schedule Amendments (Half Day Retreat)

Staff Resource: Carol Jennings, City Manager's Office, 704-336-7285, cjennings@charlottenc.gov

At the March 3 dinner briefing, Council heard presentations from CMS, the Charlotte Chamber, and Mecklenburg County on those organizations' long term visions. Following the presentations, Council discussed holding a half-day retreat to continue discussions, initially held at the February Council Retreat, on the City's vision. Staff has tentatively scheduled that retreat for Wednesday, April 2 from 10:00 a.m. – 3:00 p.m. at a yet to be determined, in-town location. One of the elements of this RCA amends the Council's official meeting calendar to add this half-day retreat.

Agenda Item #17 – Adams Outdoor Lease Agreement

Staff Resources: Tim O'Brien, Engineering & Property Management, 704-336-3149, tobrien@charlottenc.gov

*Gina Shell, Engineering & Property Management, 704-336-4648, gshell@charlottenc.gov
Debra Campbell, Planning, 704-336-2671, dcampbell@charlottenc.gov*

Over the last two years, staff from the City and Adams Outdoor Advertising have worked together to find ways to minimize the impact of tree removal at billboard locations, particularly when the trees offer a buffer for residential areas. At Council's March 24 business meeting, staff will offer an agreement for Council consideration that minimizes the impact to trees at several Independence Boulevard and Albemarle Road locations.

Adams Outdoor Advertising, LLC (Adams) has proposed to lease 1,000 square feet of land from the City to construct a digital outdoor advertising sign on the edge of the McAlpine Creek Waste Water Treatment Plant property facing Interstate-485, south of Park Road.

The 20-year lease will be structured as follows:

- During years 1-10, Adams will pay \$8,000 per year, plus provide the City a \$15,000 annual advertising allowance to place messages on Adams billboards anywhere in the City.
- During years 11-20, Adams will pay \$15,500 per year, plus provide the City a \$20,000 annual advertising allowance to place messages on Adams billboards anywhere in the City.

As part of the lease terms, Adams also agrees to:

- Protect trees located near their billboard at Independence Boulevard and Pecan Avenue, which buffer a multi-family development from traffic noise.
- Remove two existing billboards along Albemarle Road.
- Agree to limited pruning of street trees at three other billboard locations along Albemarle Road.

After two years from the time that the sign is erected, Adams may remove several wild growth trees from the right-of-way at the I-485 location, but there will be no trees removed from City property. The wide swath of trees which provides a buffer to the operating portions of the Water Treatment Plant will not be disturbed.

Overall, the agreement provides the City with equitable compensation for the land lease and concessions by Adams that are beneficial for the community and environment.

Staff will incorporate this advertising credit into its overall outdoor advertising strategy to promote City Council priorities and inform residents about services.

ATTACHMENTS:

[February 24 Governance & Accountability Committee Summary](#)