



AGENCY:	City Council
MEETING DATE:	October 9, 2018
DEPARTMENT:	City Manager
PRESENTED BY:	Tabatha Miller
EMAIL ADDRESS:	tmiller@fortbragg.com

AGENDA ITEM SUMMARY

TITLE:

Receive Report and Consider Adoption of City Council Resolution Approving a License Agreement for Use of the Welcome to Fort Bragg Sign

ISSUE:

The merchants on Redwood Avenue expressed an interest in putting the Welcome to Fort Bragg sign to use in the Central Business District as a way to draw foot traffic east of Franklin Street and to spruce up the wall in front of the empty lot at the corner of Franklin Street and Redwood Avenue.

The "old" Welcome to Fort Bragg sign has been stored outside at the Public Works Corp Yard since it was replaced with the new sign in August 2017. Prior Council direction was for staff to store the sign until a suitable easement could be obtained on the north end of town on Highway 1. The proposed License Agreement allows the sign to be put to use now but the City retains ownership so that when a viable use is identified, the City may terminate the agreement and request its return.

ANALYSIS:

In February 2016, the City Council selected a design for a new Welcome to Fort Bragg sign to be constructed by the Sign Shop. The new sign was installed in August 2017 on the east side of Highway 1, just before the Noyo Bridge on the south end, to welcome everyone to Fort Bragg. The existing sign was removed and has since been stored outside at the Public Works Corp Yard.

Merchants on Redwood Avenue, through Monica Mankinen, approached the City to inquire about the sign and the City's long-term plan for it. They have proposed mounting the sign on the side of the building at 221 East Redwood, where it can be seen by shoppers on Franklin Street and Redwood Avenue. Sabine Brunner owns that business and even painted the side of the building to make it more attractive to showcase the sign. The sign would cover the wall and make that block more inviting to visitors and shoppers. Mounting of the sign on 2 X 6 redwood posts would use existing holes in the sign and not alter its structure.

The attached License Agreement allows the City to retain ownership, provides terms for its use and maintenance by Sabine Brunner, requires adequate insurance and indemnifies the City from claims and damages. Under the terms of the Agreement, the City may terminate the License Agreement, if and when it finds a suitable location and use for the sign.

RECOMMENDED ACTION:

Staff recommends that the Council adopt a Resolution to approve the License Agreement with Sabine Brunner for Use of the City's Sign.

ALTERNATIVE ACTION(S):

Do not approve the Resolution.

FISCAL IMPACT:

The License Agreement provides for rent of \$1.00 per year and requires an adequate level of insurance.

ATTACHMENTS:

1. Resolution
2. Picture of Sign
3. License Agreement
4. Email from Monica Mankinen

NOTIFICATION:

1. Monica Mankinen
2. Sabine Brunner