

LOVELAND CITY COUNCIL
STUDY SESSION
TUESDAY, JANUARY 25, 2011
CITY COUNCIL CHAMBERS
500 EAST THIRD STREET
LOVELAND, COLORADO

THE CITY OF LOVELAND DOES NOT DISCRIMINATE ON THE BASIS OF DISABILITY, RACE, CREED, COLOR, SEX, SEXUAL ORIENTATION, RELIGION, AGE, NATIONAL ORIGIN, OR ANCESTRY IN THE PROVISION OF SERVICES. FOR DISABLED PERSONS NEEDING REASONABLE ACCOMMODATION TO ATTEND OR PARTICIPATE IN A CITY SERVICE OR PROGRAM, CALL 962-2343 OR TDD # 962-2620 AS FAR IN ADVANCE AS POSSIBLE.

6:30 p.m.

AGENDA

1. **DEVELOPMENT SERVICES**

NextMedia Billboard Reduction / Enhancement / Relocation Proposal

This is an information and discussion item. A proposal has been submitted by NextMedia Outdoor, Inc. to reduce the number of billboards within the City's Growth Management Area (GMA) in exchange for the ability to relocate and upgrade their remaining billboards. At the present time, NextMedia owns 19 billboards within the GMA; approximately ½ of these are within the City limits. The proposal would reduce the number of billboards to eight and allow four of the remaining billboards to have electronic display panels. Implementation of this proposal would require an agreement between the City and NextMedia along with associated amendments to the City's sign code.

2. **FINANCE**

General Fund Financial Sustainability Challenge 2012-2020 and Principles to Guide Decision Making

Develop a clear understanding of the challenge the City of Loveland faces from 2012-2020 and develop a series of principles to use as a "yardstick" for evaluating ideas that are generated for addressing the challenge. The City's projected General Fund revenues and expenditures over the next 5-10 years will not allow for the City to continue providing services and programs at the current levels. Therefore the challenge is to close the \$3.0 - \$3.5 gap between the projected revenues available and the cost to provide service.