



Marketplace Outdoor Advertising Display and Exempt Surplus Land Disposition

Community & Economic Development Department

City Council

August 25, 2026

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BACKGROUND

1. In 2023, staff completed an evaluation and determined the Marketplace Outdoor Advertising display (“ODA display”) and remaining parcel could be considered for disposition because it no longer serves a municipal purpose
2. On March 4, 2025, the City Council authorized staff in Closed Session to continue negotiations with Charles and Naomi Avila for the sale of the ODA display and underlying land area



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DISCUSSION

1. The subject property qualifies as exempt surplus land; Surplus Land Act § 54221(f)(1)(B)
2. The ODA display is located adjacent to a freeway corridor subject to Caltrans oversight
3. Staff worked closely with Caltrans to evaluate and remove the Landscape Freeway Classification constraint affecting the sign location



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SUBJECT PROPERTY

- APN 213-211-008
- Ward 1
- Eastside Neighborhood
- Zone: CR
- Marketplace Specific Plan
- 1,756 square foot remnant parcel
- Marketplace Outdoor Advertising Display



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DISCUSSION

1. The Purchase and Sale Agreement ("Agreement") requires Charles and Naomi Avila to make significant improvements to the existing ODA display
2. Caltrans requires documentation demonstrating transfer ownership of both the sign structure and the underlying property after the close of escrow



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RECOMMENDATIONS

That the City Council:

1. Adopt the Resolution to declare exempt surplus land,
2. Approve Purchase and Sale Agreement for \$5,268; and
3. Authorize the City Manager, or designee, to execute the Agreement, including making minor and non-substantive changes to sign all documents and instruments necessary to complete the transaction



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