

RESOLUTION NO. 8451

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HAWTHORNE, CALIFORNIA, APPROVING THE MUNICIPAL MESSAGE CENTERS DEVELOPMENT AND LEASE AGREEMENT BETWEEN THE CITY OF HAWTHORNE AND WOW MEDIA, INC.

WHEREAS, the City of Hawthorne has within its geographic boundaries, two major freeways, the Interstate Highways 405 and 105; and

WHEREAS, Interstate Highway 105 took ten years of construction that concluded in 1993 that effectively cut-off portions of the City from the direct connecting streets to the City's downtown/civic center, hindering emergency services, adding blight and diminishing economic conditions; and

WHEREAS, in recent few years, the neighboring City of Inglewood went through multiple large new developments with several new large sports venues, including SoFi Stadium, Kia Forum and Intuit Dome, which have added vehicular traffic and parking congestion in the City of Hawthorne; and

WHEREAS, the stated Interstate Highways that connects to the LAX International Airport and the new stadiums in the neighboring city have caused the City of Hawthorne to bear the burden of the added congestion and became a pass-through City; and

WHEREAS, rather than continuing to bear the burden of becoming a drive through community to the neighboring venues, the City of Hawthorne seeks to be recognized and attract visitors and thereby make economic improvements for its residents and business owners; and

WHEREAS, the Municipal Messaging Centers would provide additional opportunity to communicate variety of public service announcements, including hazards and emergency notifications; and

WHEREAS, under the California's Outdoor Advertising Act, the State's Department of Transportation (Caltrans) regulates the advertising display within the view of public highway; and

WHEREAS, the state laws under the Outdoor Advertising Act have provided for several exemptions to the prohibition on advertising along landscaped freeways, including exemptions for specific cities like San Francisco, Oakland-Alameda County, Costa Mesa, Richmond and Los Angeles; and

WHEREAS, the neighboring City of Inglewood has entered into an exclusive contract with WOW Media, Inc., to operate a unique network of digital advertising signs around its major new sports and entertainment venues, and the City of Hawthorne seeks to have its own digital advertising signs integrated into that existing network and thereby obtain a financial benefit not otherwise available from any other source; and

WHEREAS, State Assembly Member, Tina McKinnor has graciously introduced

Assembly Bill 1869, which co-authored with State Senator Bradford, seeks to add the City of Hawthorne to the aforementioned list of cities exempt from the state's prohibitive laws on advertising along the landscaped freeways; and

WHEREAS, the City of Hawthorne is considering the adoption of the related Ordinance No. 2248 along with this Resolution for the purpose of developing a Municipal Message Centers; and

WHEREAS, due to the lack of expertise in the field with the city staff, the City of Hawthorne has consulted with WOW Media Inc. ("WOW") with the intentions of developing the Municipal Messaging Centers near the two mentioned freeways in the City of Hawthorne and have negotiated a Municipal Message Center Development and Lease Agreement.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF HAWTHORNE, CALIFORNIA, hereby resolves as follows:

SECTION 1. The City Council of the City of Hawthorne, California hereby incorporates by reference all the recitals herein and finds that they are true and correct.

SECTION 2. The City Council hereby approves and consents to the Municipal Message Center Development and Lease Agreement with WOW Media, Inc.

SECTION 3. The City Council delegates the authority to the City Manager, or his designee to execute all necessary documents related to the aforementioned Agreement with WOW Media, Inc., including any minor amendments thereto.

SECTION 4. That the City Clerk shall certify to the adoption of this Resolution and shall cause this Resolution and this certification to be entered in the Book of Resolutions of the Council of the City.

SECTION 5. This resolution shall be in full force and effect immediately upon its passage and adoption thereof.

PASSED, APPROVED and ADOPTED this 13th day of February 2024.

Alex Vargas, Mayor
City of Hawthorne, California

ATTEST:

Dayna Williams-Hunter, City Clerk
City of Hawthorne, California

APPROVED AS TO FORM:

Robert M. Kim,
City Attorney
City of Hawthorne, California