

FIRST AMENDMENT TO BILLBOARD RELOCATION AGREEMENT

This FIRST AMENDMENT TO BILLBOARD RELOCATION AGREEMENT ("First Amendment") is entered into and effective as of _____, _____ by and between the CITY OF RIVERSIDE, a California charter city and municipal corporation (the "City"), and LAMAR CENTRAL OUTDOOR, LLC, a Delaware limited liability company ("Lamar") (collectively, the "Parties").

RECITALS

WHEREAS, on or about June 10, 2026, the Parties entered into a Billboard Relocation Agreement ("Relocation Agreement"), pursuant to which Lamar agreed to relocate and reconstruct certain existing billboards at approved relocated billboard sites within the City of Riverside;

WHEREAS, the Relocation Agreement identified Relocated Billboard #4 as being located at APN 291-460-053, adjacent to the I-215 Freeway;

WHEREAS, the Parties now wish to amend the Relocation Agreement to substitute a new site for Relocated Billboard #4, located directly across the I-215 Freeway at APN 291-041-017, as more particularly described in Exhibit "A," attached hereto and incorporated herein by this reference;

WHEREAS, the Parties now wish to enter into this First Amendment in order to amend certain matters set forth in the Relocation Agreement.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises contained herein, the Parties agree to the following amendments to the Relocation Agreement:

1. Terms.

Section 4.2 of the Relocation Agreement, entitled "Relocation of Existing Billboards," is hereby amended to remove and replace the entry for Relocated Billboard #4. The entry for "APN: 291-460-053 - Adjacent to I-215 Freeway"; is deleted in its entirety and replaced with the following:

"APN: 291-041-017 - Adjacent to I-215 Freeway

a. V-type freeway oriented digital billboard with two (2) Changeable Message Boards

b. Size: 14' x 48"

The location of the new Relocated Billboard #4 site is depicted on Exhibit "A," attached hereto and incorporated herein by this reference. All other terms and conditions of Section 4.2 applicable to Relocated Billboard #4 shall remain in full force and effect and shall apply to the new site at APN 291-041-017.

2. Integration.

This First Amendment, the agreements specifically referred to herein, and all attachments thereto, integrate all of the terms and conditions mentioned herein, and supersede all negotiations with respect to the subject matter hereof. This First Amendment amends, as set forth herein, the Relocation Agreement and, except as specifically amended hereby, the Relocation Agreement shall remain in full force and effect. To the extent that there is any conflict or inconsistency between the terms and provisions of this First Amendment and the terms of the Relocation Agreement, the terms and provisions of this First Amendment shall control and govern the rights and obligations of the Parties. This Amendment may be signed in counterparts, each of which shall constitute an original.

IN WITNESS WHEREOF, the Parties have caused this First Amendment to be executed by their duly authorized representatives.

CITY OF RIVERSIDE,
a California charter city and municipal
corporation

LAMAR CENTRAL OUTDOOR, LLC,
a Delaware limited liability company

By: _____
City Manager


By: [Todd Porter \(Jul 21, 2026 10:14:41 PDT\)](#)
Name: C. Todd Porter
Title: General Manager and Vice President

ATTESTED TO:

By: _____
City Clerk

APPROVED AS TO FORM:

CERTIFIED AS TO AVAILABILITY OF
FUNDS:


By: [Ted Stream \(Jul 21, 2026 18:14:59 PDT\)](#)
Theodore K. Stream
Stream Kim Hicks Wrage & Alfaro, PC
Legal Counsel for Lamar

By: _____
Chief Financial Officer

APPROVED AS TO FORM:


By: [Susan Wilson \(Jul 22, 2026 08:24:51 PDT\)](#)
Assistant City Attorney

EXHIBIT "A"

MAP OF NEW RELOCATED BILLBOARD #4 SITE

APN 291-041-017 – Adjacent to I-215 Freeway, City of Riverside

