

City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: AUGUST 11, 2026**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT **WARDS: ALL**

SUBJECT: FIRST AMENDMENT TO BILLBOARD RELOCATION AGREEMENT BETWEEN THE CITY OF RIVERSIDE AND LAMAR CENTRAL OUTDOOR, LLC

ISSUE:

Consider an amendment to the approved Billboard Relocation Agreement between the City of Riverside and Lamar Central Outdoor, LLC to modify the location of a freeway-oriented sign.

RECOMMENDATIONS:

That the City Council:

1. Approve the proposed amendment to the Billboard Relocation Agreement between the City of Riverside and Lamar Central Outdoor, LLC; and
2. Authorize the City Manager, or designee, to execute the Billboard Relocation Agreement including any minor non-substantial changes.

BACKGROUND:

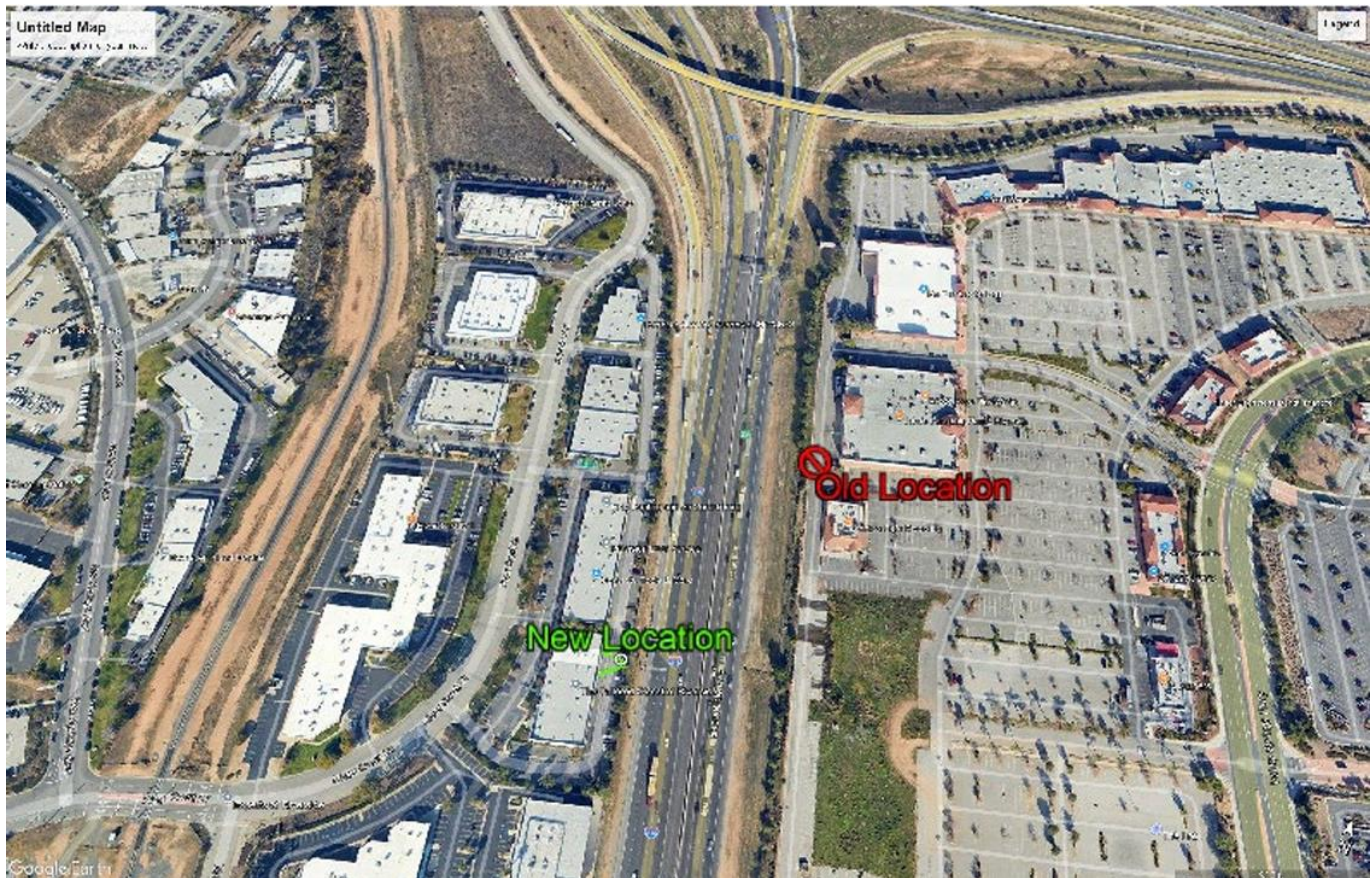
On May 19, 2026, the City Council approved a Billboard Relocation Agreement (Agreement) between the City and Lamar Central Outdoor, LLC (Lamar) that authorizes the relocation, replacement and modernization of ten existing static billboards with ten new digital billboards on major arterial streets and freeway-adjacent sites (Attachment 1). Subsequently, Lamar informed the City that one of the privately-owned freeway-adjacent relocation sites was no longer available and that a replacement site had been located. This change necessitates an Amendment to the existing Agreement (Attachment 2).

DISCUSSION:

This Amendment would modify the agreed-upon location for one freeway-oriented digital sign as follows:

Table 1 - Proposed Relocated Signs				
#	APN / Location	Adjacent To / Intersection	Billboard Type	Size
PREVIOUS LOCATION:				
	291-460-053	Adjacent to I-215 Freeway	V-type freeway oriented digital billboard with two Changeable Message Boards	14x48
PROPOSED LOCATION:				
	291-041-017	Adjacent to I-215 Freeway	V-type freeway oriented digital billboard with two Changeable Message Boards	14x48

Figure 1 below illustrates the original approved location and the proposed new location:



No other terms of the original approved Agreement are proposed to be modified as part of this Amendment.

FISCAL IMPACT:

There is no fiscal impact related to this amendment. No change to the amount of compensation or revenue sharing is proposed as part of this Amendment. The original approved Agreement included a one-time payment to the City totaling \$2,780,000, plus 25% of the gross advertising revenue generated from billboards located on City-owned or City-controlled property, and 12.5% of the gross advertising revenue generated from billboards located on privately owned property.

Prepared by:	Matthew Taylor, Planner
Approved by:	Miranda Evans, Community & Economic Development Director
Certified as to availability of funds:	Julie Nemes, Finance Director
Approved by:	Edward Enriquez, Interim City Manager
Approved as to form:	James Johnson, City Attorney

Attachments:

1. Original Billboard Relocation Agreement
2. First Amendment to Billboard Relocation Agreement