

BILLBOARD RELOCATION AGREEMENT LAMAR CENTRAL OUTDOOR, LLC

Community & Economic Development Department

City Council
May 19, 2026



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CITY REGULATIONS

Chapter 19.623 – Billboards - Billboard Relocation Agreements

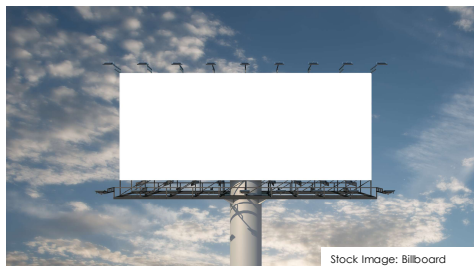
- Applicant-initiated billboard relocation requests permitted subject to City Council approval
- Relocation, replacement or modernization of billboard permitted on same or different site
- City Council has sole discretion to negotiate terms and conditions



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LAMAR BILLBOARD RELOCATION PROPOSAL



- Lamar proposes to relocate & replace 10 existing billboard signs
- Modernizes existing static signs
- Digital signs along freeways and arterial streets



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BILLBOARD RELOCATION AGREEMENT TERMS

Agreement Term	Description
Revenue Sharing	<ul style="list-style-type: none"> • 12.5% of annual gross advertising revenue for signs located on privately owned property paid to the City • 25% of annual gross advertising revenue for signs located on City-owned or City-controlled property paid to City • No estimate of anticipated revenue generated from the signs provided • No Minimum Annual Guarantee for the revenue generated from the signs provided
One-time Payment	<ul style="list-style-type: none"> • \$250,000 per sign or \$2,500,000 for all ten signs
Public Benefits	<ul style="list-style-type: none"> • Lamar contributing \$40,000 towards Ward Identification Signs for each of the seven wards



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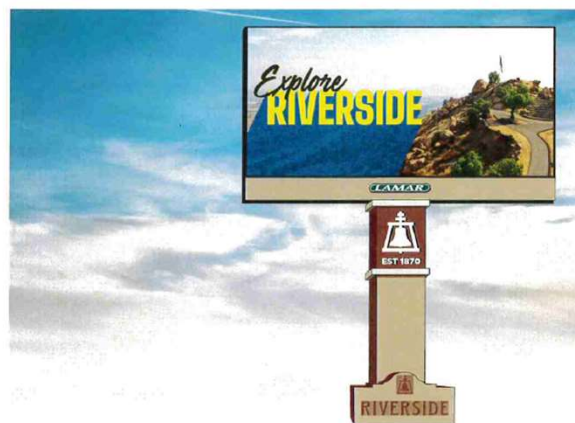
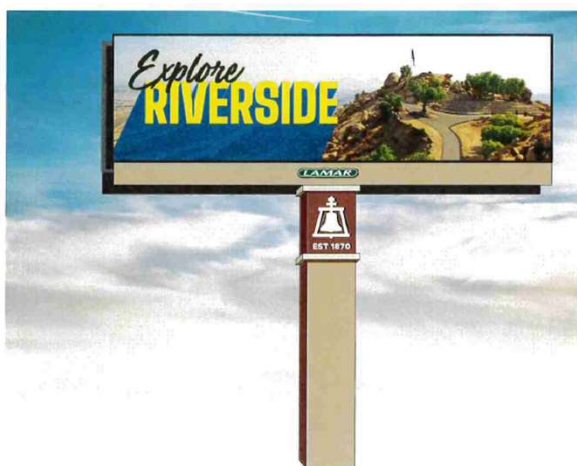
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BILLBOARD RELOCATION AGREEMENT TERMS

Agreement Term	Description
Sign faces and type	<ul style="list-style-type: none"> V-type digital billboards containing two faces with changeable message boards
Public Service Announcements	<ul style="list-style-type: none"> City has the right to place public service announcements if space is available No guaranteed space for public messaging
Other Conditions of Relocation & Replacement	<ul style="list-style-type: none"> Animation, motion and flashing prohibited Non-illumination provision when adjacent to residential properties in the evening Lamar responsible for maintaining signs free from graffiti



DIGITAL SIGN RENDERINGS



WARD LANDMARK EXAMPLE



*For illustrative purposes only. Actual structure configuration and appearance may vary.

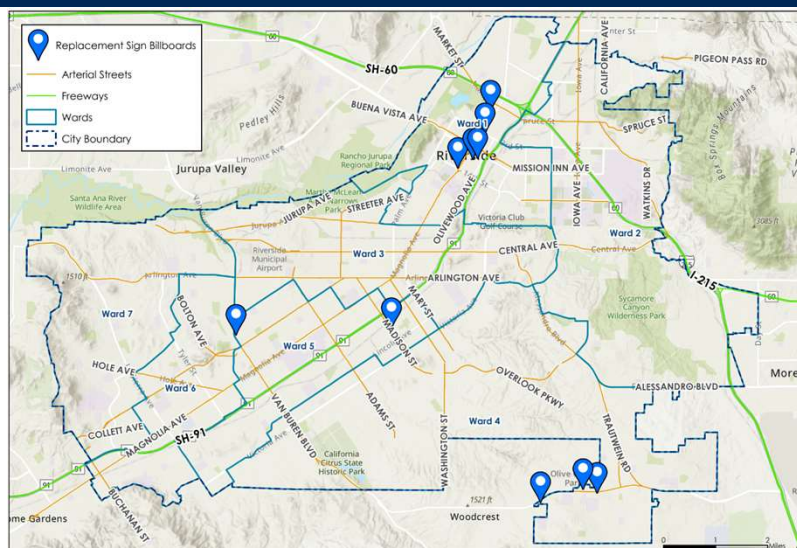


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REMOVAL LOCATIONS – CITYWIDE



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SIGNS TO BE REMOVED - EXAMPLES



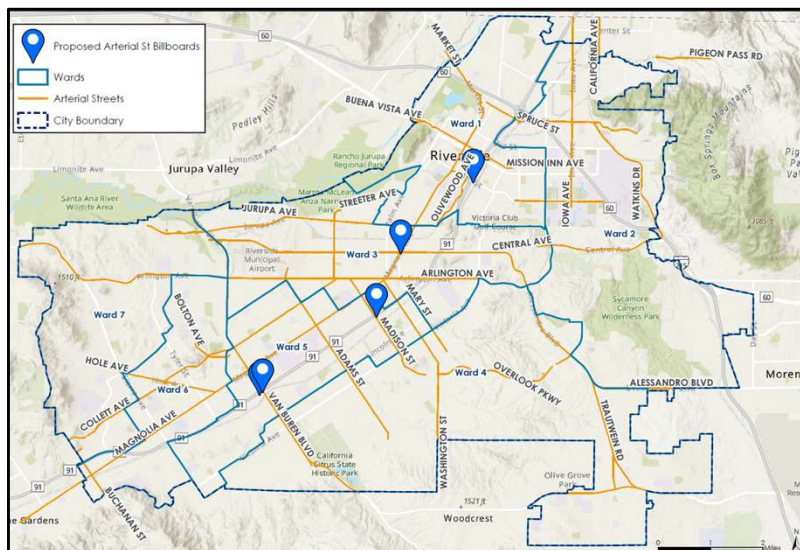
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PROPOSED LOCATIONS – ARTERIAL SIGNS

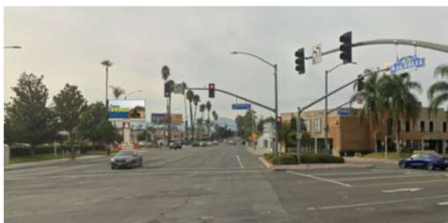
- 1. 14th Street at Vine size: 10' X 21'
- 2. Indiana at Madison size: 10' X 21'
- 3. Magnolia at Brockton size: 10' X 21'
- 4. Tyler at Diana size: 10' X 21'
- 5. Van Buren at Indiana size: 10' X 21'



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ARTERIAL SIGNS - EXAMPLES



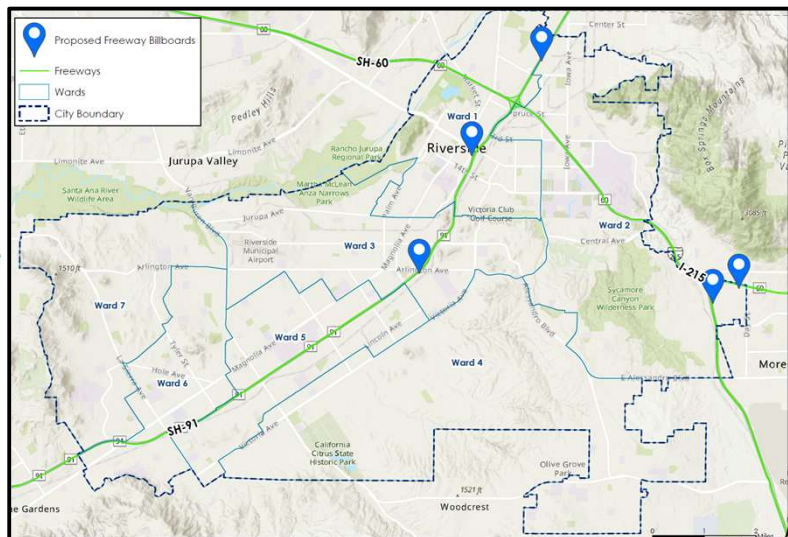
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PROPOSED LOCATIONS – FREEWAY SIGNS

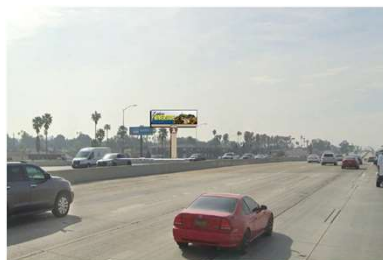
- 1. 215 FWY North of Columbia Ave Size: 14' X 48'
- 2. 91 FWY West of Arlington Ave Size: 14' X 48'
- 3. 60 FWY East of 215/60 Interchange Size: 14' X 48'
- 4. 215 FWY South of 215/60 Interchange Size: 14' X 48'
- 5. 91 FWY South of University Ave Size: 14' X 48'



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FREEWAY SIGNS - EXAMPLES



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RECOMMENDATIONS

That the City Council :

1. **APPROVE** the proposed 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.



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