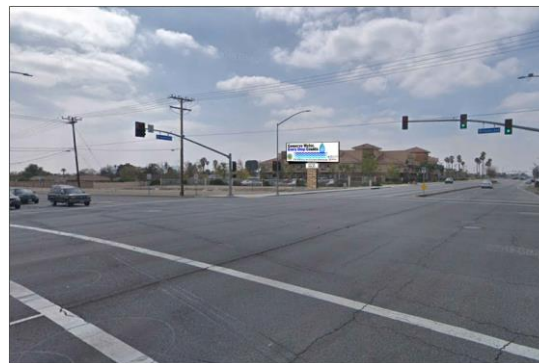


# Lamar Billboards

- **The City Council previously approved a Billboard Relocation Agreement between the City of Rialto and Lamar Central Outdoor.**
- **The Billboard Relocation Agreement allows for the relocation of billboards to three (3) new City-owned locations:**
  - **2605 W. Casmalia Street (N/S 210 Freeway W/O Alder Avenue)**
  - **731 W. Foothill Boulevard (Telacu)**
  - **1401 S. Riverside Avenue (Grace Vargas Senior Center)**



**2605 W. Casmalia Street**



**731 W. Foothill Boulevard**



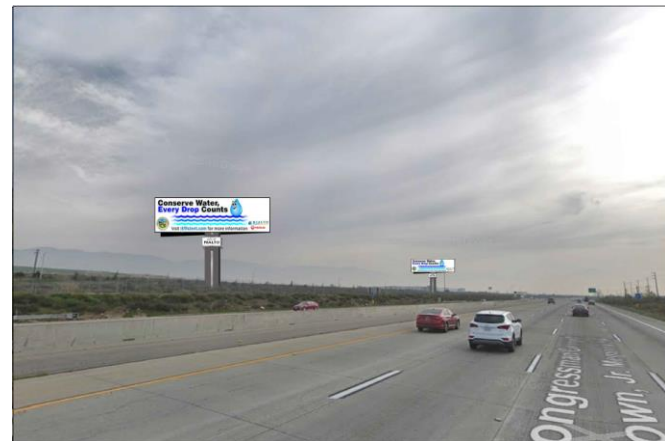
**1401 S. Riverside Avenue**

# Lamar Billboards

- **Lamar now proposes a second billboard on the City-owned property along Casmalia Street west of Alder Avenue.**
- **The property has extraordinary visibility along the 210 Freeway, and is suitable for two billboard locations per Caltrans spacing regulations.**
- **Lamar proposes to enter into a new Billboard Relocation Agreement for this billboard.**
- **Property lease terms will include 20 years with rent equal to the greater of \$40,000 or 25% of the gross advertising revenue.**



**Westbound 210 Freeway**



**Eastbound 210 Freeway**

# Lamar Billboards

- Lamar now proposes to move the previously approved sign location at 731 W. Foothill Boulevard to City-owned property on the north side of the 7-Eleven located at Ayala Drive and Renaissance Parkway.
- The location on Ayala is a superior advertising location for local businesses and traffic.
- Moving the sign alleviates a possible disturbance to the Telacu senior housing location on Foothill Boulevard.
- Lamar requests an amendment to the previously approved Billboard Relocation Agreement to change the sign location.



**Site Location**



**Southbound Ayala Drive**



**Northbound Ayala Drive**

# Lamar Billboards

- **The City will derive lease revenues from all four digital billboards.**
- **Upwards of \$250,000/year estimated.**
- **Lamar will bear all capital costs associated with the construction of the billboards.**
- **The specific locations of the two (2) billboards along the 210 Freeway will minimize the impact to the value and developability of the overall parcel they will be located on.**

# Lamar Billboards

- **Consider a second billboard (fourth overall) on City-owned property fronting on the 210 Freeway, and recommend approval of a Billboard Relocation Agreement between the City of Rialto and Lamar Central Outdoor for the billboard; and**
- **Consider moving the previously approved sign location at 731 W. Foothill Boulevard to a City-owned property on the west side of Ayala just north of Renaissance Parkway, and recommend approval of an amended Billboard Relocation Agreement between the City of Rialto and Lamar Central Outdoor for the billboard.**