



Legislation Text

File #: 13-796, **Version:** 1

Consider a resolution authorizing the Mayor to execute an Agreement to Eliminate Non-Conforming Billboards with Lamar Advantage Holding Company.

This is a 10-year agreement between the City of Round Rock and Lamar Advantage Holding Company (Lamar). According to Chapter 30 of the Code of Ordinances pertaining to signs, billboards are not permitted. Therefore, any existing billboards within the City limits are non-conforming and cannot be upgraded.

This agreement would allow Lamar to upgrade its existing billboard located at 16912 ½ IH 35 to include one (1) digital face, in exchange for the removal of two (2) other billboards located at 510 IH 35 and at 1201 Palm Valley Blvd. The agreement outlines requirements associated with upgrading the billboard and for the removal of the specified billboards. As part of this agreement, Lamar agrees to reserve one (1) of six (6) timeslots on the digital display for a minimum of sixty (60) days per year for use by the City to advertise and/or inform the public of City sponsored events. Lamar will also allow the City to display emergency information. Lamar also agrees not to display any messages that could be considered obscene, offensive, or otherwise not in keeping with community standards and will remove such messages within 48 hours of receiving notice from the City.

The City will perform an annual audit to verify that Lamar is in compliance with the terms of this Agreement. Lamar agrees to pay to the City an annual fee of \$500.00 on the anniversary date of the agreement to reimburse the City for the cost of performing this audit and provide the City with a copy of its annual billboard permit from TxDOT.

Staff recommends approval.