



City Commission Work Session

Agenda

November 13, 2025 @ 3:30 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings/ and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

1. Meeting Called to Order**2. Discussion Item (s)**

- a. Discuss Global Billboard Swap Deal

90 minutes

3. Adjournment

**item type**

Discussion Item (s)

meeting date

November 13, 2025

prepared by

Randy Knight, City Manager

approved by

Randy Knight, City Manager

subject

Discuss Global Billboard Swap Deal

motion | recommendation

If the deal is acceptable to the City Commission, direct staff to work with the applicants and billboard companies to process their applications through the formal approval process, which will include approvals by the City Commission. Staff supports approval of the deal.

background

The City has had a long-standing goal of eliminating the billboards in the core of the city. This global deal would remove all of the remaining static billboards within the core except for one on 17/92 that has already been approved to be replaced with a digital as part of a previous swap deal.

Attached is a Memorandum of Understanding (MOU) signed by Clear Channel Outdoor, LLC, The Lamar Company, LLC, and Outfront Media LLC that would facilitate the removal of two double-sided billboards on W. Fairbanks Avenue, four double-sided billboards on Aloma Avenue, one 3-sided billboard on I-4 and one double-sided digital billboard on Lee Road in exchange for the companies ability to erect four billboard structures on I-4. While the City is not a party to the MOU, the MOU does outline several steps the city will need to take to make this global solution happen.

Regarding Clear Channel: The company will remove three billboard structures located at 1873 W Fairbanks Ave, 2095 W Fairbanks Ave, and 2522 Aloma Ave. Each of these billboard structures contain double-sided static billboards. In return, Winter Park would issue Clear Channel a permit to construct a new sign on the Northam property located at 2600 W Fairbanks. This sign would have a digital side facing the westbound traffic on I-4 and a static side facing the eastbound traffic on I-4. In addition, Clear Channel manages a 3-sided billboard structure on the Clayton property at the southeast corner of I-4 and Lee Road (which is also at the northwest corner of our Wymore fire training facility property). This billboard would be removed and a new structure built approximately 300 feet south of that location. One face of that new sign will be digital. Note, this will require a small property swap with

the city. The city would get the current billboard property and the southwest corner of our Wymore property would go to Mr. Clayton.

Regarding Lamar: Lamar will remove a double digital billboard structure located at 1621 Lee Road and the city will permit a double digital billboard at 909 N. Wymore Road that will face both east and westbound on I-4. This will also require the city to annex a portion of 1621 Lee Road upon which the structure will sit.

Regarding Outfront: Outfront will remove three double-sided billboard structures located at 2090 Aloma Ave, 2145 Aloma Ave and 2431 Aloma Ave. Par Pinehurst, LLC owns property located at 1885 Dartmouth Ave. The City would issue Outfront a permit to construct a new digital billboard sign with two faces on that property. This will require the city to annex said property along with a few other properties along Dartmouth Ave into the city limits.

Each of these deals can stand alone and, to the three companies, are not tied together.

alternatives | other considerations

The commission has the option of rejecting some or all of these deals.

fiscal impact

None.

attachments

1. MOU Winter Parkpdf
2. MOU Exhibit A

MEMORANDUM OF UNDERSTANDING BETWEEN AND AMONG
CLEAR CHANNEL OUTDOOR, LLC
THE LAMAR COMPANY, LLC, AND OUTFRONT MEDIA, LLC

THIS MEMORANDUM OF UNDERSTANDING (MOU) is made and entered into this ___ day of September, 2025, by, between, and among CLEAR CHANNEL OUTDOOR, LLC ("Clear Channel"), THE LAMAR COMPANY, LLC ("Lamar), and OUTFRONT MEDIA, LLC ("Outfront")(collectively, the Parties).

Whereas, the Parties have a mutual interest in upgrading and beautifying the City of Winter Park (the "City") and in particular outdoor offsite advertising signs along the City's surface streets; and

Whereas, the Parties are all willing to take down and cease to operate existing offsite advertising signs which currently exist along the City's surface streets (as more particularly described on Exhibit "A"), and to exchange those existing locations for locations along the limited access interstate highway; and

Whereas, the Parties wish to memorialize their mutual understanding of their agreement regarding their expectations as to how these outdoor offsite advertising signs will be handled in the City;

NOW, THEREFORE, the Parties agree as follows:

Based upon and conditioned upon the City moving forward as set forth in Section D below, the following terms shall apply:

A. REGARDING CLEAR CHANNEL:

1. **Removal of Three Signs:** Clear Channel shall remove three billboard structures in the City of Winter Park. The billboards are located at 1873 W Fairbanks Avenue, 2095 W Fairbanks Avenue, and 2522 Aloma Avenue ("Three Clear Channel Billboards").
2. **Northam Sign:** Harold Northam owns property located at 2600 W Fairbanks Avenue, Winter Park ("Northam Property"). The parties anticipate and agree that the City of Winter Park (the "City") shall issue Clear Channel a permit to construct a new Sign on the Northam Property ("Northam Sign"). One face of the Northam Sign shall be static (the south face – face directed toward the residential area) and one face shall be digital (north face – face directed away from the residential area).
3. **Relocation of the Clayton Property & Clayton Billboard:** Clayton owns property located at the southeast corner of Interstate 4 and Lee Road (Orange County

Parcel ID Number 02-22-29-0000-00-082) (the "Clayton Property"). Clear Channel manages a billboard on the Clayton Property ("Clayton Billboard"). Clear Channel shall relocate the Clayton Billboard to a new location approximately 300 feet south of its current location (the "New Clayton Location" and the "New Clayton Sign"). The New Clayton Location shall be more than 1000 feet south of where the Summertime Sign, as defined below, shall be located. In other words, the New Clayton Sign shall be located such that there is sufficient separation to allow the local and state permitting of the Summertime Sign (as defined below). One face of the Clayton Sign shall be digital.

4. **Swap of Clayton Property for City Property:** In order to facility the locating of the New Clayton Property and New Clayton Sign as defined above, it is anticipated and agreed the City and Clayton will exchange fee title to their respective properties. The details of the exchange are to be further defined.
5. **Billboard Removal Agreement:** The Parties anticipate and agree that Clear Channel and the City shall enter into an agreement pursuant to Section 479.07(9), Florida Statutes so that the state will permit the New Clayton Sign.

B. REGARDING LAMAR:

1. **Removal of Double Digital Billboard:** Lamar shall remove a double digital billboard structure in the City of Winter Park. The double digital billboard is located at 1621 Lee Road (the "Lamar Double Digital Billboard").
2. **Summertime Sign:** Stacy J. Thornton Revocable Trust is under contract to purchase a billboard easement on the property located at 909 N Wymore Road, Winter Park ("Summertime Property"). The City shall issue Lamar a permit to construct a new sign on the Summertime Property ("Summertime Sign"). The City shall permit both faces of the Summertime Sign to have digital displays.
3. **Annexation of the Summertime Property:** The City shall annex a portion of the Summertime Property.
4. **Billboard Removal Agreement:** Lamar and the City shall enter into an agreement pursuant to Section 479.07(9), Florida Statutes so that the state will permit the New Clayton Sign.

C. REGARDING OUTFRONT:

1. **Removal of Three Billboards:** Outfront shall remove three billboard structures in the City of Winter Park. The billboards are located at 2090 Aloma Avenue, 2145 Aloma Avenue, and 2431 Aloma Avenue ("Three Outfront Billboards").

2. **Outfront Sign:** Par Pinehurst, LLC owns property located at 1885 Dartmouth Avenue, Winter Park ("Par Pinehurst Property"). It is anticipated that the City will issue Outfront a permit to construct a new digital billboard sign with two sign faces on the Par Pinehurst Property ("Outfront Sign") at such time as the Par Pinehurst Property is annexed into the City as contemplated in Section C.3 below, or as soon thereafter as possible.
3. **Annexation of the Par Pinehurst Property:** It is anticipated that the City will annex the Par Pinehurst Property and other properties located on Dartmouth Avenue between Pinehurst Avenue and Clay Street as the City deems necessary and appropriate into the City municipal limits.
4. Under no circumstances should this MOU be construed to require Outfront to remove the Three Outfront Billboards or take any other action contemplated in this MOU unless and until receipt of all necessary final agreements and final approvals, including but not limited to the City Actions outlined in Section D below, required for both the removal of the Three Outfront Billboards and construction and operation of the Outfront Sign.

D. CITY ACTIONS ANTICIPATED BY THE PARTIES HERETO:

1. The Parties anticipate and agree that the City will issue Clear Channel a permit to construct the Northam Sign as discussed above, and otherwise take the necessary steps to allow the Northam Sign to be constructed and operated.
2. The Parties anticipate and agree that the City will engage in the property swap discussed above with Clayton and issue a permit for construction of the New Clayton Sign, and otherwise take the necessary steps to allow the New Clayton Sign to be constructed and operated.
3. The Parties anticipate and agree that the City will annex that portion of the Summertime Property that is required for construction and operation of the Summertime Sign.
4. The Parties anticipate and agree that the City will issue Lamar a permit to construct the Summertime Sign as discussed above, and otherwise take the necessary steps to allow the Summertime Sign to be constructed and operated.
5. The parties anticipate and agree that the City will annex the Par Pinehurst Property and other properties located along Dartmouth Avenue between Pinehurst Avenue and Clay Street as the City deems necessary and appropriate into the City Municipal limits.

6. The Parties anticipate and agree that at the time of or shortly after annexation of the Par Pinehurst Property, the City will issue Outfront all necessary permits or other approvals required to construct and operate the Par Pinehurst Sign, and otherwise take the necessary steps to allow the Par Pinehurst Sign to be constructed and operated.
7. The Parties anticipate and agree that the City will issue Outfront all necessary permits or other approvals required to remove the Three Outfront Billboards.
8. The parties anticipate and agree that the City and Clear Channel will move forward with the Northam Sign matter and the New Clayton Sign matter; and that the City and Lamar will move forward with the Summertime Sign matter; even if the Par Pinehurst Property annexation has not yet occurred. The Par Pinehurst Sign matter will proceed at such time as the Par Pinehurst Property has been annexed into the City.

BINDING EFFECT: This MOU shall be NOT BE binding upon the Parties and their respective successors and assigns, until such time as the City approves and agrees to the terms herein. Notwithstanding the foregoing, each Party to this MOU separately has the authority to commence construction and operation when ready and need not rely on or wait for the other Parties' timing for commencement of their own respective construction.

IN WITNESS WHEREOF, the undersigned have executed this Memorandum of Understanding, effective as of the day first written above.

WITNESSES:



Name: Brent Belie



Name: Scott Clark

CLEAR CHANNEL OUTDOOR, LLC



By: _____

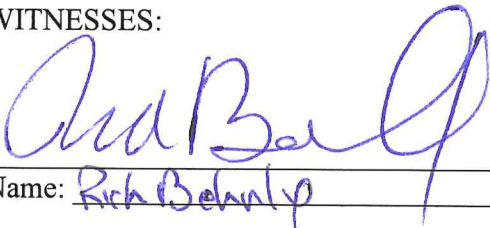
Name: J. E. Garner

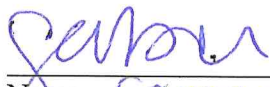
Title: SNP Real Estate

Sept 30, 2025

IN WITNESS WHEREOF, the undersigned have executed this Memorandum of Understanding, effective as of the day first written above.

WITNESSES:


Name: Rick Behnke


Name: Samantha Orban

THE LAMAR COMPANY, L.L.C.

By: 
Name: Matt Howard
Title: Sr Vice President and General Manager

IN WITNESS WHEREOF, the undersigned have executed this Memorandum of Understanding, effective as of the day first written above.

WITNESSES:

Signed by: 
Name: Roy Milshtein

Signed by: 
Name: Courtney Karolick

OUTFRONT MEDIA, LLC

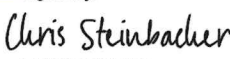
Signed by: 
By: Chris Steinbacher
Name: Chris Steinbacher
Title: EVP Real Estate

EXHIBIT "A"

MEMORANDUM OF UNDERSTANDING BETWEEN AND AMOUNG
CLEAR CHANNEL OUTDOOR, LLC
THE LAMAR COMPANY, LLC, AND OUTFRONT MEDIA, LLC

	Address	Parcel ID
1	2145 Aloma Ave	04-22-30-0000-00-023
2	2090 Aloma Ave	09-22-30-0120-01-060
3	2431 Aloma Ave	04-22-30-0000-00-003
4	2522 Aloma Ave	04-22-30-0000-00-044
5	1873 W Fairbanks Ave	12-22-29-4076-04-171
6	2095 W Fairbanks Ave	12-22-29-4076-05-130
7	1621 Lee Road	01-22-29-5040-00-040