



City Commission Work Session Minutes

November 13, 2025 at 3:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Mayor Sheila DeCiccio; Commissioners Marty Sullivan (Virtual), Craig Russell, Kris Cruzada, and Warren Lindsey; City Manager Randy Knight; Assistant City Manager Michelle del Valle, and City Clerk Rene Cranis.

Also Present

Meredith McKenna and Nort Northam, Clear Channel Outdoor
Matt Howard, Lamar Advertising
John Fite, OUTFRONT Media
Tripp Cheek, attorney, (Virtual)

1. Meeting Called to Order

Mayor DeCiccio called the meeting to order at 3:30 p.m.

2. Discussion Item (s)

a. Discuss Global Billboard Swap Deal

Mr. Knight shared that a global settlement has been reached regarding the removal of all billboards in the core of Winter Park, with one exception. He mentioned that Clear Channel, Lamar, and OUTFRONT Media have all signed a Memorandum of Understanding (MOU) that ensures they will not compete for the future billboard locations. He presented a map of billboard locations around the city and reviewed the changes each party will implement as part of the (MOU).

- Clear Channel - removing four billboards, 1873 and 2095 W. Fairbanks, 2522 Aloma Avenue, and one on Wymore Rd. next to the fire training facility. Clear Channel will relocate the Wymore billboard to the southwest corner of the city-owned Wymore property and build a second digital billboard at the Nort Northam property, 2600 W. Fairbanks. The billboard at 2600 W. Fairbanks will be digital facing westbound I-4 and static facing eastbound I-4. Ms. McKenna confirmed the three billboards will be removed once the two new ones are approved.

Mayor DeCiccio asked that Clear Channel consider the removal of the billboard on 17-92 at Gay Road. Ms. McKenna responded that the billboard is part of an existing agreement between Clear Channel and the City, and the Clear Channel cannot commit to its removal. Mayor DeCiccio requested Ms. McKenna go back and ask her company to include the removal of this billboard as part of the deal.

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Mr. Knight clarified that the Wymore property billboard must be moved about 300 feet south to meet the 1,000-foot separation requirement for digital billboards along I-4.

- Lamar - will remove the double-sided digital billboard at 1621 Lee Road. In exchange, they plan to construct a new billboard at 909 N. Wymore Road along I-4, which will require annexation of a portion of that property. Staff will bring the annexation ordinance to the Commission for consideration at a future meeting.
- OUTFRONT Media – will remove the three billboards at 2090, 2145, and 2431 Aloma Avenue in exchange for a digital billboard at 1885 Dartmouth Avenue. The area is currently outside of the city limits and will require annexation of the four properties between the existing city boundary and the proposed billboard site. It will be up to the parties to obtain approval for annexation from Orange County and property owners through voluntary or involuntary annexation processes.

Attorney Langley explained the annexation process, and discussion followed on the details and impact of the swaps.

Attorney Trippe Cheek stated that the agreement is a win-win for the city, billboard companies, and residents.

Mr. Knight noted that the city is not a party to the agreement but will have to perform some tasks to achieve the goal. He asked the Commission for approval to move the process forward. Mayor DeCiccio said there is consensus from the Commission to move forward.

Discussion returned to the billboard on 17-92. Mr. Knight explained the background of the billboard and explained that a tree in poor condition must be removed for Clear Channel to construct a digital billboard facing north.

Mr. Knight reviewed the next steps to move forward with this agreement, including the annexation and ordinance for city property swaps, and noted that Orange County must approve annexation agreements.

Mr. Howard offered their assistance to obtain agreement from Orange County.

3. Adjournment

The meeting adjourned at 4:20 p.m.



ATTEST:

Signed by:

Deputy City Clerk Kim Breland

Signed by:

Mayor Sheila DeCiccio