



## CITY OF BANNING STAFF REPORT

**TO:** CITY COUNCIL

**FROM:** Elizabeth Gibbs, City Manager

**PREPARED BY:** Marisol Lopez, Economic Development Manager  
Elizabeth Gibbs, City Manager

**MEETING DATE:** June 23, 2026

**SUBJECT:** Lamar Billboard – Approval of Final City Advertisement Rendering  
Billboard Update

---

### **STAFF RECOMMENDATION:**

**Staff recommends that the City Council:**

1. Approve the final billboard advertisement rendering titled **Billboard Attachment A\_3\_Final(2026).jpg**; and
2. Authorize staff to coordinate with Lamar Advertising to proceed with final production, printing, and installation of the approved billboard design.

### **BACKGROUND:**

On May 12, 2026, the City Council considered Agenda Item 9.5, titled Lamar Billboard – Agreement Overview and Selection of City Advertisement Rendering. The item provided an overview of the City of Banning’s longstanding billboard advertising benefit with Lamar Advertising, formerly Martin Communications, and presented updated billboard concepts for City Council review and direction.

The City’s use of the billboard originates from land use entitlements granted in 2001 to Martin Communications through Conditional Use Permits and Variance approvals under City Council Resolution No. 2001-111. As part of those approvals, the billboard operator agreed to provide a public benefit to the City in exchange for approval of billboard structures within the railroad right-of-way corridor.

This public benefit includes one outdoor advertising face for the City’s continuous and exclusive use to promote and market the City of Banning. City records further confirm that the advertising face is provided at no cost to the City, includes one copy change per year at no cost, is illuminated at no cost, and may be relocated, if necessary, at the operator’s expense.

City Council agenda materials dated February 25, 2003, further confirm that the billboard display space is provided free of charge, may be refreshed annually, and is intended to support economic development messaging to travelers along Interstate 10. This arrangement continues under Lamar Advertising as the successor entity to Martin Communications.

Following discussion at the May 12, 2026, City Council meeting, the City Council directed staff to make additional design updates and contact a potential retailer coming to the City of Banning regarding the possible inclusion of the retailer’s logo and/or building image on the billboard. Staff contacted the retailer by email; however, the retailer did not provide authorization at this time to use its logo or building image.

As a result, staff proceeded with the design modifications requested by the City Council. The final rendering reconfigures the design by moving the green space to the center and redesigning and relocating the retailer/business building image to the area where the green space was previously shown. Staff has prepared the final billboard advertisement rendering, titled **Billboard Attachment A\_3\_Final(2026).jpg**, for City Council review and approval.

The final design supports the City's broader economic development goals by promoting Banning as a location for investment, business attraction, tourism, and future growth. Due to its visibility along the Interstate 10 corridor, the billboard remains a valuable marketing tool to communicate the City's economic development message to residents, visitors, investors, developers, and prospective businesses.

Upon City Council approval, staff will coordinate with Lamar Advertising to proceed with final production, printing, and installation. Per Lamar Advertising, once approved artwork is submitted, production typically takes approximately 5 to 7 business days. After Lamar receives the printed vinyl, installation will be scheduled for the next available posting date. Lamar also allows up to a 5-day grace period from the scheduled posting date for vinyl installation, so there may be a short window between the posting date and actual installation.

**BANNING 2030 ECONOMIC DEVELOPMENT ALIGNMENT:** This item supports the **Banning 2030 – Designing Our Future NOW!** plan, specifically the Economic Development section and the City's goal to strengthen, diversify, and promote Banning's economy.

The billboard serves as a regional marketing tool by increasing visibility, promoting Banning's identity, and positioning the City as a place for business investment, commercial growth, tourism, and opportunity. It also supports the City's ongoing efforts to attract new businesses, expand the local tax base, create jobs, and enhance the City's image along the Interstate 10 corridor.

The updated billboard aligns with Banning 2030 by reinforcing a clear, business-friendly economic vision and supporting targeted marketing and business attraction strategies. Because the advertising face is provided at no cost to the City, the City is able to leverage an existing public benefit asset to promote economic development without creating an additional fiscal burden.

#### **JUSTIFICATION:**

The Lamar billboard is a longstanding, no-cost, City-controlled marketing asset secured through prior City Council land use approvals. This advertising space provides ongoing value and supports the City's ability to promote economic development opportunities without incurring standard outdoor advertising costs.

**Approval of the final billboard design will allow staff to move forward with timely production and installation of the updated advertisement. Updating the billboard content will:**

- Ensure the City's messaging remains current, clear, and visually effective;
- Promote the City of Banning to travelers along Interstate 10;
- Support business attraction, tourism, and investment opportunities;
- Reinforce the City's business-friendly economic development message;
- Provide continued visibility for the City's economic development efforts;
- Support commercial investment, local revenue generation, and future growth; and
- Align with the Banning 2030 Economic Development Framework.

City Council approval of **Billboard Attachment A\_3\_Final(2026).jpg** will provide staff with the authorization needed to proceed with Lamar Advertising for final print production and billboard installation

**FISCAL IMPACT:**

There is no fiscal impact associated with approval of the final billboard advertisement rendering and coordination with Lamar Advertising for the billboard update.

**Per the agreement terms established through prior approvals:**

- The advertising face is provided at no cost to the City;
- One advertisement copy change per year is provided at no cost to the City; and
- Illumination and maintenance are provided at no cost to the City.

**ATTACHMENTS:**

1. [9.5 Lamar Billboard\\_Agreement Overview and Selection of City Advertisement Rendering.pdf](#)
2. [CC Agenda Packet - Regular Meeting - 2\\_25\\_2003.pdf](#)
3. [CC Resolution No. 2001-111\\_ConditionalUsePermits\\_MartinCommunications.pdf](#)
4. [Static Bulletin - 10'6x36 - Spec Sheet \(1\).pdf](#)
5. [Billboards\\_combined.pdf](#)