



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: May 12, 2026

SUBJECT: Lamar Billboard – Agreement Overview and Selection of City Advertisement Rendering

RECOMMENDATION:

Receive and file the overview of the Lamar billboard agreement and provide staff with direction by selecting a preferred advertisement rendering (Attachment A, B, or C) for display on the City of Banning Lamar billboard.

Additionally, provide any desired feedback or modifications to the selected design.

Upon City Council selection, staff will:

- Finalize the selected design incorporating any Council feedback;
- Coordinate with Lamar Advertising for production and installation; and
- Schedule the advertisement update in accordance with the agreement's annual no-cost change provision.

BACKGROUND:

The City of Banning's use of the Lamar billboard originates from land use entitlements granted in 2001 to Martin Communications (now Lamar Advertising) through Conditional Use Permits and Variance approvals approved by the City Council under Resolution No. 2001-111.

As part of those approvals, the billboard operator agreed to provide a public benefit to the City in exchange for the approval of billboard structures within the railroad right-of-way corridor. This public benefit includes dedicating one outdoor advertising face for the City's continuous and exclusive use to promote and market the City of Banning.

A formal letter from the City Manager dated November 21, 2001, confirms that one sign face would be made available for the City's continuous use only and that no additional City Council action is required to utilize this advertising space.

Supporting correspondence and City records further confirm that the operator agreed to:

- Provide one advertising face for ongoing City use at no cost;
- Change the advertisement copy once per year at no cost to the City;
- Illuminate the billboard at no cost to the City; and
- Relocate the billboard, 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 with the understanding that it 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.

To support updated City branding and economic development messaging, the City of Banning Economic Development Committee—comprised of Mayor Richard Royce, Council Member Leroy Miller, City Manager Elizabeth Gibbs, Economic Development Manager Marisol Lopez, and Multimedia Specialist John Garside, met on March 12, 2026, to review and discuss updated billboard advertisement concepts.

Three updated design renderings have been prepared and are included for City Council consideration:

- **Attachment A** – Billboard Design Concept (2026)
- **Attachment B** – Billboard Design Concept (2026)
- **Attachment C** – Billboard Design Concept (2026)
- **Attachment D** – Existing Billboard Image

These concepts reflect updated branding, messaging, and visual positioning aligned with the City's economic development goals.

JUSTIFICATION:

The Lamar billboard serves as a longstanding, no-cost, City-controlled marketing asset secured through prior City Council land use approvals.

The City receives this advertising space as a **public benefit condition** tied to the approval of Conditional Use Permits and Variances for billboard structures. This ensures that the City receives ongoing value in exchange for allowing private billboard operations within City limits.

Updating the billboard content:

- Ensures the City's messaging remains current, clear, and visually effective;
- Supports business attraction and economic development efforts;
- Enhances visibility along a major regional corridor (Interstate 10); and
- Aligns with the City's **Banning 2030 – Designing Our Future NOW! Economic Development Framework**, including:

Tier 1 (Policy):

Reinforcing a clear, business-friendly economic vision and promoting the City of Banning as a place for investment, visitation, and opportunity.

Tier 2 (Implementation):

Advancing targeted marketing and business attraction strategies by showcasing the City's assets,

location advantages, and quality of life.

The collaborative review by the Economic Development Committee ensures a coordinated and strategic approach to City branding. City Council direction on a preferred rendering will allow staff to proceed with implementation consistent with the agreement and the City's broader economic development objectives.

FISCAL IMPACT:

There is no fiscal impact associated with updating the billboard advertisement.

Per the agreement terms established through prior approvals:

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

ATTACHMENTS:

1. [Billboard 1 adjusted A 2.jpg](#)
2. [Billboard 1 adjusted B 2.jpg](#)
3. [Billboard 1 adjusted C 2.jpg](#)
4. [Billboard Attachment D Existing Image \(2026\).png](#)
5. [CC Agenda Packet - Regular Meeting - 2_25_2003.pdf](#)
6. [CC Resolution No. 2001-111_ConditionalUsePermits_MartinCommunications.pdf](#)
7. [Static Bulletin - 10'6x36 - Spec Sheet \(1\).pdf](#)