

MEMORANDUM

TO: Claire Powell, City Manager

FROM: Marichelle Samples, Director of Economic Development & Tourism

DATE: May 4, 2026

SUBJECT: **Approval of a Development Agreement with Outfront Media LLC for the Removal of Three Off-Premise Sign Structures and Construction of One New Digital Off-Premise Sign Structure Within the City of Lewisville; and Authorization for the City Manager, or Her Designee, to Execute the Agreement.**

BACKGROUND

Outfront Media LLC (“Outfront”) initially approached the City with a request to construct a new digital off-premise sign in exchange for removal of two static billboards; however, the City negotiated the removal of a third billboard as part of the agreement, which Outfront agreed to. The Development Agreement now contemplates removal of three existing static billboards, including two along Business 121 and one along the DCTA trail near Delay Middle School. The proposed new digital off-premise sign will be on the west side of I-35, just north of Justin Road.

ANALYSIS

This proposal is similar to the agreement the City executed with Clear Channel Outdoor (CCO), in which multiple static billboards are removed and replaced with a single digital structure. In 2013, the City entered into an agreement with CCO to reduce and convert billboards as part of the TxDOT expansion of I-35. In 2023, the City amended that agreement to remove three additional static off-premise sign structures and allow for the construction of one new digital off-premise sign. This arrangement reduced overall sign clutter while providing the City with dedicated digital billboard space to share public safety messages and event information.

This structure supports the City Council’s priority to reduce visual clutter and advances the strategic focus on implementing the Business 121 Corridor Plan, while resulting in a net reduction of billboard structures within city limits. The new digital billboard is proposed on the west side of I-35, just north of Justin Road. Due to site constraints including topography, proximity to the rail line, and limited access from I-35, a billboard is considered the highest and best use for the property. The new electronic sign will include two digital display faces and will be subject to operational restrictions, including limitations on brightness, message frequency, and a prohibition on animation or flashing content. As part of the agreement, the City will receive a percentage of

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display time on the digital billboard at no cost, providing an additional platform for public messaging, emergency notifications, and community promotion.

CITY STAFF'S RECOMMENDATION

That the City Council approve the agreement and authorize the City Manager, or her designee, to execute the agreement as set forth in the caption above.