

1 Introduced by the Council President at the request of the Office of  
2 General Counsel:

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4 **ORDINANCE 2025-865-E**

5 AN ORDINANCE AUTHORIZING AND DIRECTING THE MAYOR  
6 AND CORPORATION SECRETARY TO EXECUTE AN AMENDED  
7 SETTLEMENT AGREEMENT MODIFYING THE SETTLEMENT  
8 AGREEMENT DATED MARCH 1, 1994, BY AND AMONG B&B  
9 ADVERTISING COMPANY, CAPSIGNS, INC. AND THE CITY  
10 OF JACKSONVILLE; PROVIDING AN EFFECTIVE DATE.

11  
12 **WHEREAS**, the City of Jacksonville ("City"), Capsigns, Inc.,  
13 and B&B Advertising Company entered into a settlement agreement dated  
14 March 1, 1994 (the "1994 Agreement"), resolving litigation concerning  
15 the City's billboard regulations; and

16 **WHEREAS**, the City, Scenic Jacksonville, Inc. ("Scenic  
17 Jacksonville"), f/k/a Capsigns, Inc., B&B Advertising Company, Inc.,  
18 and Wesley A. Miner ("Miner"), owner of B&B Advertising Company,  
19 Inc., entered into that certain Modification to Agreement dated July  
20 14, 2000 as authorized by Ordinance 2002-1031-E which made certain  
21 modifications to the 1994 Agreement that resulted in more billboards  
22 being removed than was required under the 1994 Agreement; and

23 **WHEREAS**, the City, Scenic Jacksonville, B&B Outdoor  
24 Advertising Company (f/k/a B&B Advertising Company, Inc.) ("B&B"),  
25 and Miner, entered into that certain Additional Modification to  
26 Agreement dated August 1, 2019 as authorized by Ordinance 2019-559-E  
27 which made certain additional modifications to the 1994 Agreement  
28 that, among other things, resulted in more billboards being removed  
29 than was required under the 1994 Agreement; and

30 **WHEREAS**, B&B transferred certain billboards to Outfront Media,  
31 LLC ("Outfront") and as a result Scenic Jacksonville filed a lawsuit

1 against B&B and Outfront in Case No. 2024-CA-3725 which was pending  
2 in the Circuit Court of the Fourth Judicial Circuit in and for Duval  
3 County, Florida; and

4 **WHEREAS**, Scenic Jacksonville, B&B, Outfront and the City  
5 desire to settle the foregoing dispute by, in part, further modifying  
6 the 1994 Agreement pursuant to that certain Amended Settlement  
7 Agreement and Release attached hereto as **Exhibit 1** by and among the  
8 City, Scenic Jacksonville, B&B, and Outfront (the "Amended Settlement  
9 Agreement") which will result in removing additional billboards and  
10 eliminate the prohibition against the future transfer of certain  
11 billboards; and

12 **WHEREAS**, the City Council finds it to be in the best interest  
13 of the City to agree to the terms in the proposed Amended Settlement  
14 Agreement; now therefore

15 **BE IT ORDAINED** by the Council of the City of Jacksonville:

16 **Section 1. Agreement Approved and Execution Authorized.**

17 There is hereby approved, and the Mayor, or her designee, and  
18 Corporation Secretary are hereby authorized to execute and deliver  
19 the Amended Settlement Agreement in the form attached hereto as  
20 **Exhibit 1**, for the purpose of modifying the 1994 Agreement as set  
21 forth therein.

22 **Section 2. Effective Date.** This Ordinance shall become  
23 effective upon signature by the Mayor or upon becoming effective  
24 without the Mayor's signature.

25 Form Approved:

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27           /s/ Tiffiny Douglas Pinkstaff          

28 Office of General Counsel

29 Legislation Prepared By: Tiffiny Douglas Pinkstaff