

CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY



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Bill Type and Number: Ordinance 2025-865

Introducer/Sponsor(s): Council President at the request of the Office of General Counsel

Date of Introduction: November 25, 2025

Committee(s) of Reference: NCSPHS, F

Date of Analysis: November 25, 2025

Type of Action: Agreement authorization

Bill Summary: This bill authorizes an amended settlement agreement between the City and Capsigns, Inc., and B&B Advertising Company.

Background Information: The City of Jacksonville, Capsigns, Inc., and B&B Advertising Company entered into a settlement agreement dated March 1, 1994 resolving litigation concerning the City's billboard regulations. A Modification to Agreement dated July 14, 2000 as authorized by Ordinance 2002-1031-E which made certain modifications to the 1994 Agreement that resulted in more billboards being removed than was required under the 1994 Agreement. B&B transferred certain billboards to Outfront Media, LLC and as a result Scenic Jacksonville filed a lawsuit against B&B and Outfront in Case No. 2024-CA-3725. Scenic Jacksonville, B&B, Outfront and the City desire to settle the foregoing dispute by, in part, further modifying the 1994 Agreement. The Amended Settlement Agreement will result in removing additional billboards and eliminate the prohibition against the future transfer of certain billboards.

Policy Impact Area: Billboard regulations – Settlement Agreement

Fiscal Impact: No direct cost to the City

Analyst: Hampsey