



SIGN LEASE NO. 2741-01

THIS LEASE AGREEMENT, made this 5th day of March, 2025, by and between: **CITY OF WEST MONROE, LOUISIANA** ("LESSOR") and **THE LAMAR COMPANIES** ("LESSEE"), provides as follows:

WITNESSETH

LESSOR hereby leases to LESSEE, its successors or assigns, as much of the hereinafter described lease premises as may be reasonably necessary for the repair and maintenance of an outdoor advertising structure with two (2) sign displays, including necessary structures, advertising devices, utility service, power poles, communications devices and connections, with the right of access to and egress from the sign by LESSEE's employees, contractors, agents and vehicles and the right to survey, post, illuminate and maintain advertisements on the sign as are allowed by local and state law, and to maintain telecommunications devices or other activities necessary or useful in LESSEE'S use of the sign.

The premises are a portion of the property located in the Parish of Ouachita. State of Louisiana. more particularly described as:

S/S 1-20 .5 Miles W/O Downing Pines (see attached property description)

1. This Lease shall be for a term of five (5) years commencing on March 5, 2025 (the "commencement date"). After the original term of this Lease, it shall continue from year to year unless either party shall give the other party written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.
2. As rental LESSEE will provide to LESSOR an annual rental consisting of Zero (\$ 0.00) DOLLARS in cash, and outdoor advertising as follows: Advertising space on the **[lower left-hand panel]** of the billboard structure on the property here leased **[sign lease 2741-01 which is facing East targeting West bound 1-20 Traffic.]**

LESSOR agrees to pay actual production costs incurred by LESSEE for installations on that face, except that LESSEE shall provide LESSOR one "vinyl" installation per year without cost to LESSOR. LESSOR shall be entitled to assign the right to this use of the designated billboard face from time to time as LESSOR shall desire.

As an additional consideration for the granting of this Lease and as an acknowledgment of its policy of public service. LESSEE will allow the LESSOR, or an affiliated entity or organization to utilize one (1) then-available un-rented face that it has in inventory. It will be the responsibility of the LESSOR (or its designated user) to pay for the production and installation charges associated with this additional face. It is specifically understood that the additional face will continue to be actively marketed by LESSEE and this public service advertisement can be superseded by LESSEE at its sole discretion.

3. LESSOR agrees not to erect or allow any off-premise billboard sign or any vegetation that may obstruct the highway view of this sign on property owned or controlled by LESSOR which is within two thousand (2,000) feet of LESSEE'S sign. LESSEE is hereby authorized to remove any such vegetation at its option and cost, but only after due notice to LESSOR. and LESSOR'S concurrence that this provision is applicable.
4. LESSEE may terminate this Lease upon giving ninety (90) days written notice in the event that the sign becomes entirely or partially obstructed in any way, or if in LESSEE'S opinion the location becomes economically or otherwise undesirable. If LESSEE is prevented from constructing or maintaining a sign at the premises by reason of any final governmental law, regulation, subdivision or building restriction, order or other action, LESSEE may elect to then terminate this Lease. In the event of termination of this Lease prior to expiration, LESSOR will return to LESSEE any unearned rentals on a pro rata basis.

5. All structures, equipment and materials placed upon the premises by the LESSEE shall remain the property of LESSEE and may be removed by LESSEE at any time prior to or within thirty (30) days after expiration of the term hereof or any renewal. At the termination of this Lease, LESSEE agrees to restore the surface of the premises to its original condition. The LESSEE shall have the right to make any necessary applications with, and obtain permits from, governmental bodies for the construction and maintenance of LESSEE's sign, at the sole discretion of LESSEE. All such permits so acquired shall be the property of LESSEE, but shall not extend beyond termination of this Lease.
6. LESSOR represents that it is the owner of the premises and has the right to make this agreement and to grant LESSEE free access to the premises to perform all acts necessary to carry on LESSEE's business activities related to the sign which are provided under this agreement. LESSOR is not aware of any unrecorded rights, servitudes, easements, subdivision or building restrictions, or agreements affecting the premises that prohibit the erection, posting, painting, illumination or maintenance of the sign.
7. In the event of any change of ownership of the property herein leased, LESSOR agrees to notify LESSEE promptly of the name, address, and phone number of the new owner, and further agrees to give the new owner written notice of the existence of this Lease and to deliver a copy thereof to such new owner at or before closing. In the event that LESSEE assigns this Lease, the assignee will be fully obligated to fulfill all terms, conditions, and provisions of this Lease, and LESSEE shall not be released from the obligations of this Lease unless expressly provided by LESSOR in writing. This Lease is binding upon the personal representatives, heirs, executors, successors, and assigns of both LESSEE and LESSOR
8. In the event of condemnation of the subject premises or any part thereof by proper authorities, or relocation of the highway, the LESSOR grants to the LESSEE the right to relocate its sign on LESSOR'S remaining property adjoining the condemned property or the relocated highway. Any condemnation award for LESSEE'S property shall accrue to LESSEE.
9. LESSEE agrees to indemnify LESSOR from all claims of injury and damages to LESSOR or third parties caused by the installation, operation, maintenance, or dismantling of LESSEE's sign during the term of this Lease. LESSEE further agrees to repair any damage to the premises or property at the premises resulting from the installation, operation, maintenance, or dismantling of the sign, less ordinary wear and tear.
10. LESSOR and LESSEE each agrees to indemnify the other from any and all damages, liability, costs and expenses, including attorney's fees resulting from any inaccuracy in or non-fulfillment of any representation, warranty or obligation made by therein this Lease.
11. If requested by LESSEE, LESSOR will execute and acknowledge a memorandum of Lease suitable for recordation.
12. This Lease is **NOT BINDING UNTIL ACCEPTED** by the General Manager of a Lamar Advertising Company.
13. LESSEE acknowledges that LESSOR is a public entity and, as such, is particularly concerned about the subject matter of any advertising which is located on the property of the City. Accordingly, LESSOR shall retain the right to require LESSEE to relocate any advertising placed on the billboard which LESSOR determines is inappropriate upon giving LESSEE no less than thirty (30) days advance written notice of the requirement of relocation.

[signatures on following page]

WITNESSES TO LESSOR:

Print Name: _____

Print Name: _____

WITNESSES TO LESSEE:

Print Name: _____

Print Name: _____

LESSOR: **CITY OF WEST MONROE**

By: _____
Staci Albritton Mitchell, Mayor

DATE: March 5, 2025
Address of LESSOR:
2305 N. 7th Street
West Monroe, LA 71291

LESSOR'S TELEPHONE NUMBER: 318-396-2600
LESSOR'S TAX NUMBER: 72-6001497

LESSEE: **THE LAMAR COMPANIES**

By: _____
Kelly Hubenthal, V.P. & General Manager

DATE: March 5, 2025
Address of LESSEE:
2200 Millhaven Road
Monroe, LA 71203

PANEL #20261

📍 S/S I-20 W/O DOWING PINES

Location #1



WEEKLY IMPRESSIONS: 118,904*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [32.5102275 / -92.1749225](#)

MARKET: MONROE/WEST MONROE

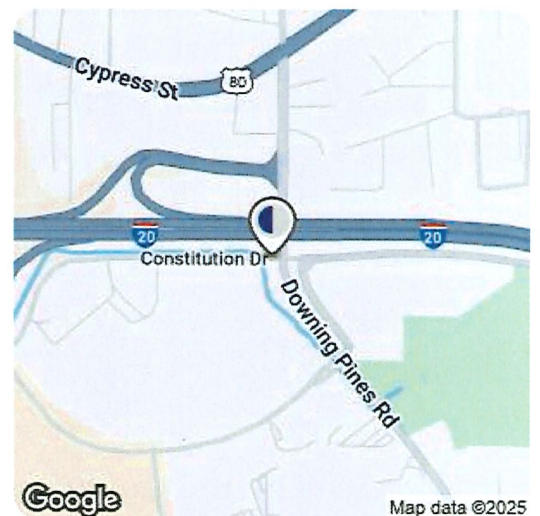
GEOGRAPHIC ID: 606047

PANEL SIZE: 10' 6" x 36' 0" [View Spec Sheet](#)

FACING/READ: East / Left

ILLUMINATED: YES

SHIPPING ADDRESS: 2200 Milhaven Rd
Monroe, LA 71203



*Impression values based on: Total Population