

## 4200 S DALE MABRY HWY, TAMPA, FL, 33611

Hillsborough County, Florida · Generated June 18, 2026

20-YEAR LEASE: OPERATOR OFFER vs. FAIR MARKET

# \$60,000 – \$112,800

Low end = a typical operator offer. High end = fair market — the gap is what you negotiate.

**Monthly Range:** \$250 – \$470 / month

● No state spacing conflict found in FDOT data — local zoning still applies, so this is not a permit guarantee.

### WHAT'S IN THIS REPORT

- **Market Rate Analysis** | What your land is worth based on 37,000 AADT
- **Nearby Activity** | 16 permitted billboards within 1 mile (Outfront Media, Clear Channel)
- **Operator Economics** | What these companies earn vs. what they pay you
- **Action Plan** | 5 specific steps to negotiate a better deal

**Built by a former billboard operator. Now on your side.**

Prepared from live FDOT permit & traffic data · This is an estimate, not an appraisal

## Property Summary

<b>Address</b>	4200 S DALE MABRY HWY, TAMPA, FL, 33611
<b>County</b>	Hillsborough County, Florida
<b>Road class</b>	Primary Highway
<b>Land use (nearest permit)</b>	Zoned (C/I)
<b>Nearest billboard status</b>	Non-Conforming
<b>Eligibility</b>	No state spacing conflict found (does not check local zoning)

## Market Rate Analysis

At 37,000 vehicles a day, a static face here grosses an estimated \$1,682–\$2,355/month in ad revenue for the operator. Your cut at the industry-standard 10–20% ground-rent split: \$250–\$470/month. If you were offered less, you were low-balled. This is an estimate based on market data, not an appraisal.

## If They Offer to Buy You Out

### ESTIMATED ONE-TIME BUYOUT / EASEMENT VALUE

**\$24,000 – \$67,680**

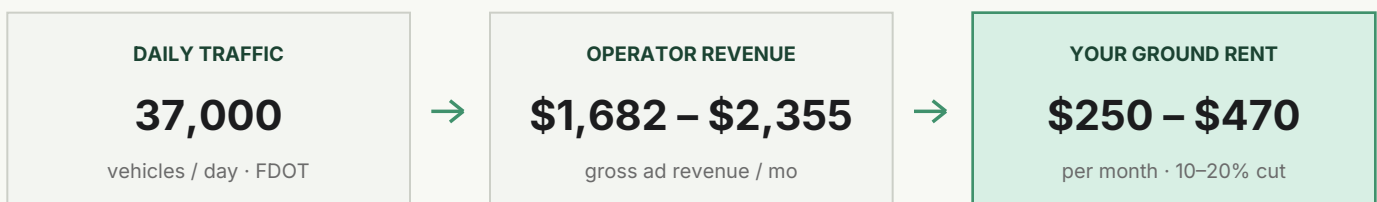
Low end = a cancellable lease buyout. High end = a permanent easement, worth more.

Instead of monthly rent, an operator or aggregator may offer a single lump sum to buy out the lease — or a permanent easement on your land. The going rate is 8 to 12 years of ground rent paid up front: the low end reflects a lease they can cancel, the high end a permanent easement they keep forever. A one-time check looks large, but you are trading away 20+ years of escalating rent — the spread above is the negotiation, not a fixed price. This is a market estimate, not an appraisal.

## Traffic & Visibility

37,000 vehicles a day means roughly one car every 4 seconds during daylight hours. Traffic is the single number advertisers pay for, which makes it the same number that should set your ground rent. A primary-highway location like yours sustains the rate range above.

## How We Calculate Your Range



Same math the operators run before they make you an offer — the only open question is which end of the 10–20% split you land on.

## How We Got Your Number

Every figure here is built from the one before it — the exact chain for your property, no black box.

### 1 • Traffic

Florida DOT traffic data puts about 37,000 vehicles a day past your frontage — the one number advertisers actually pay for.

### 2 • Monthly views

Counting both directions of travel and about 1.5 people per vehicle, a single face is seen roughly 841,103 times a month.

### 3 • Operator gross

Operators sell those views to advertisers at about \$3–\$15 per thousand at ~80% occupancy — roughly \$1,682–\$2,355 a month in ad revenue on your traffic. (Ad rates and occupancy are market estimates, which is why this step, and everything after, is a range.)

### 4 • Your cut

Landowners receive 10–20% of that gross as ground rent — the blended figure in Lamar Advertising's 2025 annual report is about 17.6%. That is \$250–\$470 a month.

### 5 • Over 20 years

A billboard lease runs 20+ years. \$250–\$470 a month × 240 months = \$60,000–\$112,800 — before any rent escalators, which a fair lease should include.

Why is the range so wide? The gap is not us being unsure — the gap IS the negotiation. \$60,000 is roughly what an operator hands you on the first offer; \$112,800 is what the same billboard, at the same traffic, is worth under a fair, well-negotiated lease. The difference is money that goes to whoever negotiates harder — and moving you off the bottom toward the top is the whole point of this report. Offered something in the middle? Here is your evidence that fair market is higher: the top end is simply 20% of the operator's gross instead of 10%, and 10–20% is the band operators themselves work within — a middle offer is the operator paying you the bottom of the split and keeping the rest. A separate cross-check agrees: a one-time buyout at the standard 8–12 years of ground rent lands at \$24,000–\$67,680, the same ballpark reached from a different direction.

Sources: traffic is live Florida DOT data; the 10–20% ground-rent split is the documented industry standard, consistent with Lamar Advertising's 2025 SEC filing. Advertising rates and occupancy are market estimates — which is exactly why every number here is a range, never a single figure. This is a market estimate, not an appraisal.

## Nearby Billboard Activity

There are 16 permitted billboards within one mile of you, and Outfront Media runs the most of any operator nearby. The permit table shows who's operating near you, how close they are, and whether their structures are conforming — read the Red Flags section for what that means for your leverage.

Operator	Distance	Road	Status
Outfront Media	1,150 ft	Primary	Non-Conf.
Clear Channel	1,487 ft	Primary	Conforming
Clear Channel	1,714 ft	Primary	Conforming
Outfront Media	2,178 ft	Primary	Non-Conf.
Outfront Media	3,097 ft	Primary	Conforming

Non-Conf. = Non-Conforming: a grandfathered structure that cannot be rebuilt if removed.

## Operator Economics

Outfront Media runs 12 billboards within a mile of you. Their model is simple: lock in a long-term lease at the lowest rate you'll accept, then collect escalating ad revenue for 20 years while paying you a thin slice of it. They are professionals at this. This report gives you the same numbers they use.

## Red Flags

### 1. Non-Conforming Neighbor

The nearest billboard is Non-Conforming — under Florida law it can't be rebuilt if it comes down. The operator can't simply put up a replacement, which makes a conforming site like yours unusually valuable to them as a replacement location.

### 2. Read the Lease Terms, Not Just the Rent

The monthly number is only part of the deal. Watch for a missing annual rent escalator, a clause letting the operator assign the lease without your consent, and an evergreen auto-renewal that locks in today's rate for decades. These cost more than a low monthly rate over a 20-year term.

## What To Do Next

**1. Verify Spacing.** Request a formal spacing determination from FDOT before any negotiation — it confirms whether a permit can legally be issued at your site.

**2. Research the Operator.** Look up Outfront Media and how many Florida leases they hold before you respond to anyone. You're negotiating with a known player.

**3. Get Attorney Review.** Have a licensed Florida real estate attorney read any lease before you sign. Term length and escalation clauses matter as much as the monthly rent.

**4. Counter the Offer.** If you've been offered less than \$250/month, that is below the documented market range for this location. Reject it and counter with the numbers in this report.

**5. Get a Second Opinion.** Share this report with a licensed Florida real estate attorney before signing anything.

## Before You Sign — Ask These Questions

- Does the lease let me approve a digital upgrade — and share in that higher revenue?
- What is the rent escalation schedule across the full term, not just year one?
- Can I terminate if the operator stops paying or leaves the face dark?
- How long is the term, and who controls renewal — me or them?
- If they offer a lump-sum buyout or easement, is it at least 8–12 years of ground rent — and am I giving up the land permanently?

### DISCLAIMER

This report provides market estimates based on publicly available data from the Florida Department of Transportation permit database and traffic records. It is not an appraisal, legal advice, or a guarantee of eligibility. Consult a licensed real estate attorney before signing any lease agreement. Billboard spacing eligibility is determined by the Florida Department of Transportation and local zoning authorities, not this report.

Generated for hello@theownersreport.com · June 18, 2026 · The Owner's Report