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I-4 Ultimate billboards to remind drivers about upcoming construction

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If your morning and afternoon commute takes you on Interstate 4, you'll probably notice new billboards reminding motorists that the I-4 Ultimate project will get underway soon in 2015.

The [Florida Department of Transportation](#) has been acquiring right of way along the interstate needed to construct the I-4 Ultimate project for almost a decade. Through this process, FDOT acquired the property where several billboards are located.

According to an FDOT release, the billboard companies — [Clear Channel Outdoor](#), [Lamar Advertising](#) and Outfront Media (formerly [CBS Outdoor](#)) — have been compensated for the acquisition and were allowed to continue displaying advertising through a leasing program with FDOT. Now that design of the I-4 Ultimate project has begun, FDOT will assume control of the billboards it owns.

See Also

- [Your I-4 Ultimate survival guide: Setting the stage for C. Fla.'s biggest construction project](#)
- [Your I-4 Ultimate guide: Survival tips during construction](#)
- [I-4 Ultimate, SunRail and more: 7 goals FDOT has for C. Fla. in 2015](#)

The billboards are located at:

- Grand National Drive and Oakridge Road, a V-shaped sign on the right side of eastbound I-4
- I-4 and Orange Blossom Trail, a single-faced sign on the right side of I-4 along the eastbound ramp
- I-4 and Michigan Avenue, a single-faced sign on the left side of I-4 along the westbound ramp
- I-4 and Formosa Avenue and Minnesota Avenue, a V-shaped sign on the left side of westbound I-4
- I-4 and State Road 436, a V-shaped sign on the right side of eastbound I-4
- Although the billboards will be removed as I-4 is widened, FDOT said it intends to use the billboards in the meantime for project-specific messages.

The \$2.3 billion I-4 Ultimate is a 21-mile revamp of Interstate 4 through Orange and Seminole counties, including downtown Orlando.

Industries:

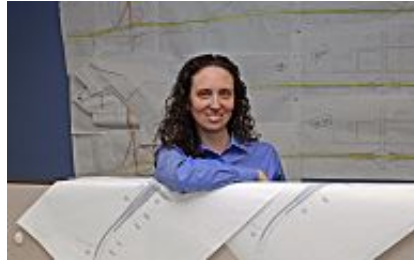
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Your I-4 Ultimate survival guide: Setting the stage for C. Fla.'s biggest construction project



FDOT's 'construction girl' Loreen Bobo on why the I-4 Ultimate is such a big deal for C. Fla. (Video)



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