



P 608.271.7900

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W adamsoutdoor.com

10

October 7, 2009

Mr. Brian F. O'Connell
Director of City Development
City of Racine
730 Washington Avenue
Racine, WI 53403

RE: Adams Outdoor Sign – 1301 6th Street

Dear Brian,

It was a pleasure meeting with you last week to discuss the items that need to be resolved with the City of Racine regarding our beautification efforts related to our sign inventory.

In our meeting, you had asked that I send a proposal to you for the placement of our sign at 1301 6th Street.

You may recall that Adams had proposed to relocate our sign entirely on City property at this location, and the City has vacated a portion of right of way to accommodate for the placement of the sign.

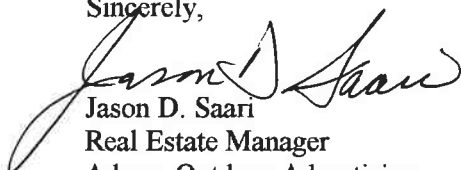
Because Adams will have substantial costs with a new structure and landscaping at the site, we are looking for a ten year lease term. We are proposing an annual lease rent of \$2,000.00 per year, payable annually in advance. In addition, Adams will increase the annual rent in accordance with the previous year's increase in the Consumer Price Index.

I assume the City will want to utilize its lease form for this purpose, so I have not included an Adams lease agreement with this letter. I have included, however, previously submitted materials regarding this site.

Although we're disappointed that we couldn't come to an agreement on the property exchange portion of our beautification plan, we're still very excited about the remaining portion of our plan. I think it will go a very long way in improving the quality and appearance of our inventory.

I look forward to hearing from you regarding the rebuilding of this sign.

Sincerely,


Jason D. Saari
Real Estate Manager
Adams Outdoor Advertising

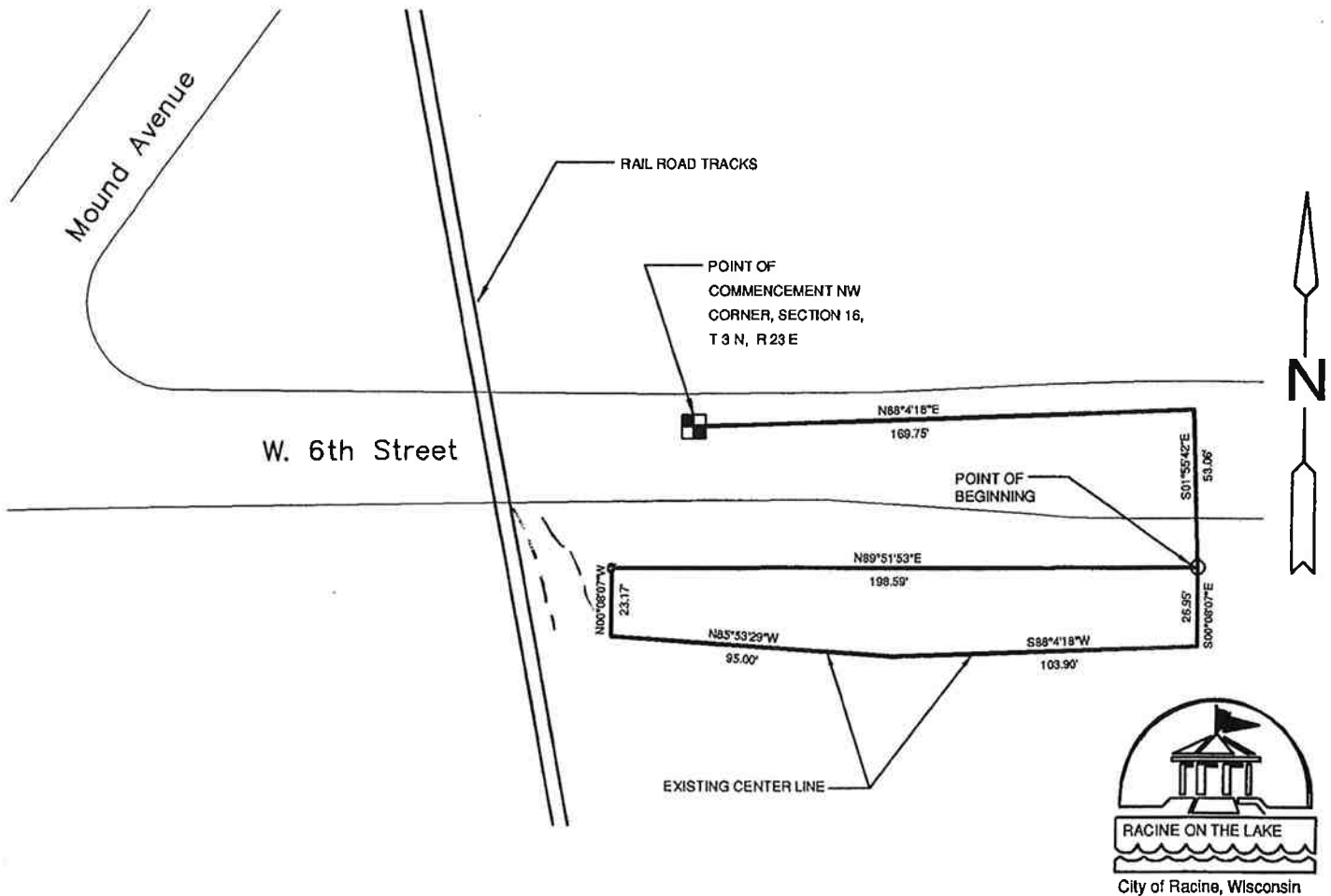


P.I.N. 031 73000

*Tom Johnson e city of Racine.org
636-9517
Tom Johnson*

That part of Block 52 in School Section, a recorded plat in the City of Racine, Racine County, Wisconsin that is part of the Northwest 1/4 of Section 16 Township 3 North, Range 23 East described as follows:

Commence at the Northwest corner of the Northwest 1/4 of Section 16, Township 3 North, Range 23 East; Thence North 88° 4' 18" East, on the North line of the N/W 1/4, 169.75 feet; thence South 01° 55' 42" East, 53.06 feet to the POINT OF BEGINNING; thence South 00° 08' 07" East, 26.95 feet; thence South 88° 14' 18" West, 103.90 feet; thence North 85° 53' 29" West, 95.00; thence North 00° 08' 07" West, 23.17 feet; thence North 89° 51' 53" East, 198.59' to the POINT OF BEGINNING. Said land being in the City of Racine, Racine County, Wisconsin.
Said described tract containing 5,495.67 square feet more-or-less.

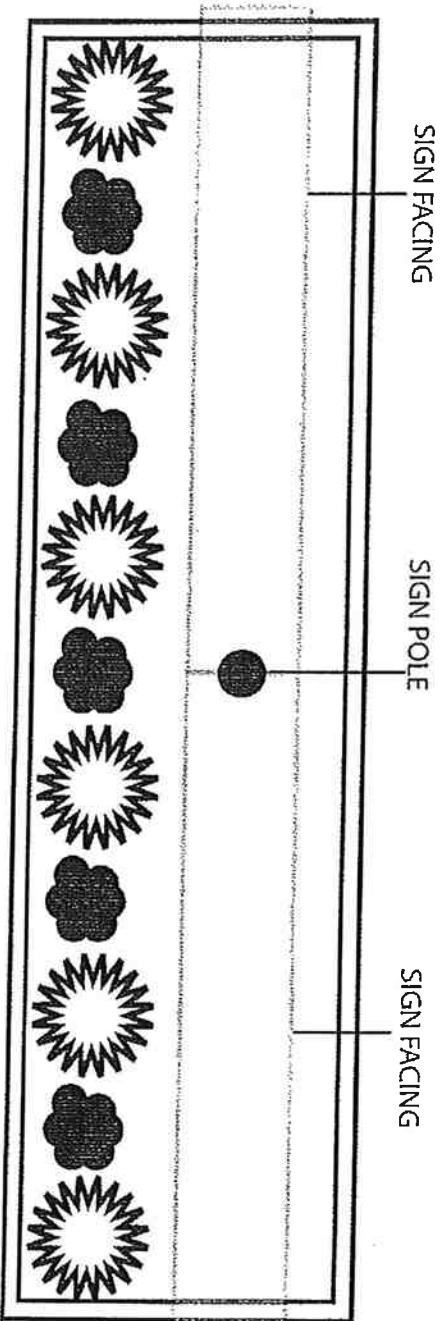




CITY ENGINEER'S OFFICE RACINE, WISCONSIN

DOCUMENT NUMBER : X	REVISIONS : X	REVISIONS : X
APPROVED : J.C.R. DATE : X	DRAWN : T.J.J. DATE : 02/09/09	Scale : 1"=60'
RESOLUTION NO : X	(NW 1/4 SEC 16 T3N R23E) S-04	
Parcel Identification Number : 031 73000	CODE : X	FILE NUMBER : X

LANDSCAPE AND MAINTENANCE PLAN

1301 Sixth Street | RACINE, WI



	5 - Blue Star Juniper, #5
	6 - Holmstrup Arborvitae, 4'

NOTES:

- 1) 32' X 8' SHRUB BED.
- 2) INSTALL WEEDBARRIER AND 3" OF LG. WASHED STONE AROUND SHRUBS.

MAINTENANCE PLAN:

ADAMS WILL INSPECT BI-WEEKLY AND MAINTAIN PROPERTY ON A CONTINUOUS BASIS.



City of Racine Building Department

730 Washington Avenue
Racine, WI 53403
Phone (262) 636-9464
FAX (262) 636-9329

PERMIT APPLICATION

Permit Type Sign Date Issued _____
 Project Address _____ Permit Status _____
 Secondary Address _____
 Parcel ID 03173000 Issued By _____

Owner Adams Outdoor Advertising
 Address 102 E. Badger Rd
 City MADISON
 State WI Zip 53713
 Phone 608-216-9262
 E-mail spetlewski@AdamsOutdoor.com

Contractor Adams Outdoor Advertising
 Address 102 E. Badger Rd
 City MADISON
 State WI Zip 53713
 Phone 608-216-9262
 Fax _____
 E-mail _____

Applicant Adams Outdoor Advertising
 Address 102 E. Badger Rd
 City MADISON
 State WI Zip 53713
 Phone / Fax 608-216-9262

License No. _____
 Expiration Date _____
 Project Type Billboard
 Permit Value _____
 Permit Fee \$840.00

Business Name: Adams Outdoor Advertising

Downtown Review Required Yes No
 Downtown Review Approved Yes No

Conditional Use Required Yes No
 Conditional Use Approved Yes No
 Resolution No _____ Date _____

Zoning Board of Appeals Requested Yes No
 Zoning Board of Appeals Approved Yes No
 Appeal No _____
 Bldg Board of Appeals Requested Yes No
 Bldg Board of Appeals Approved Yes No
 Appeal No _____

Comments

Receipt No. _____

PCA _____

CensusTract _____

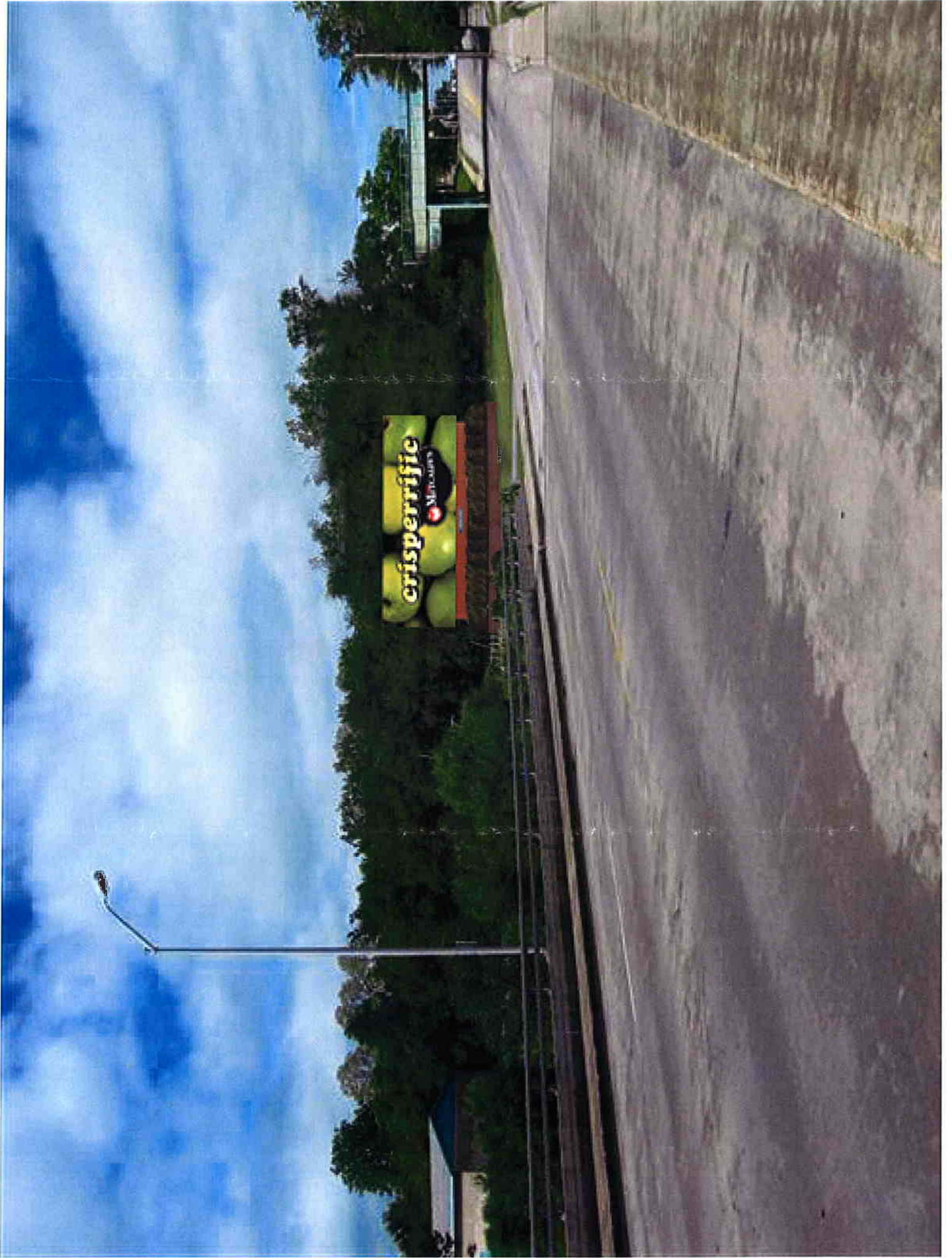
FloodPlain

Zoning _____

Project Description

Name of Business

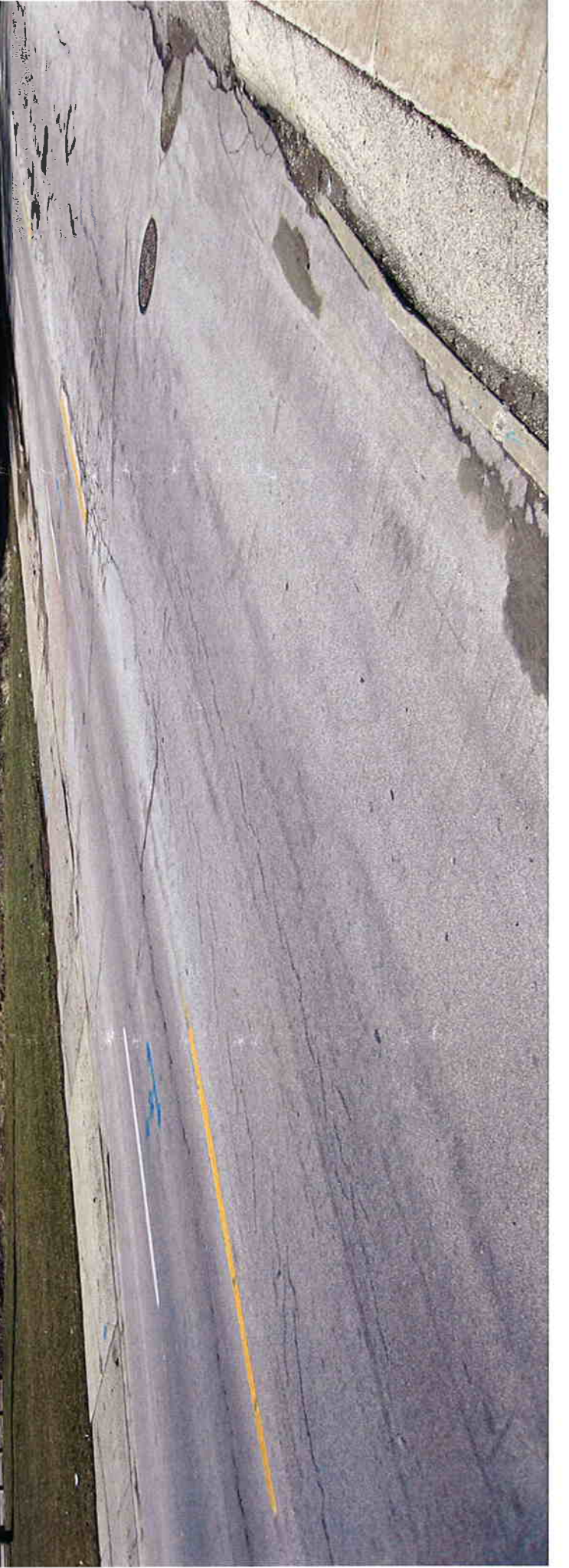
Number of Units 0 Area 0 Volume 0 ConstructionType _____



2 For 3
Net Just On Fries
McDonald's

Providing all the blood for
Wheaton Franciscan Healthcare - All Saints
and Aurora Memorial Hospital of Burlington.
(Every drop.)
BloodCox Unit
of the American Red Cross
Doing every good thing your way.

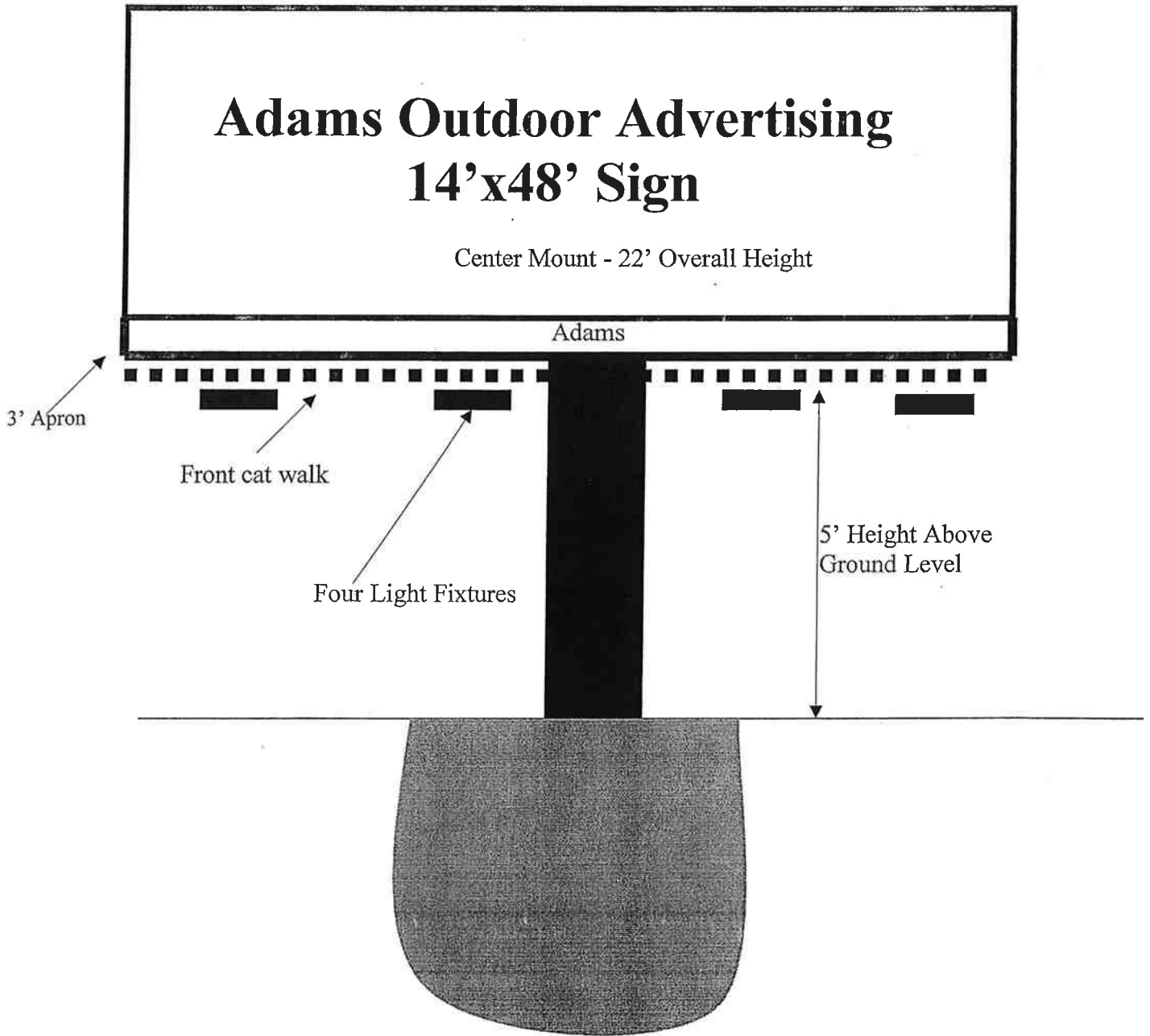
3rd
Crazy
Wendell Wendenburg • 2007-2008
Coca-Cola



1301 West Sixth Street

Adams Outdoor Advertising 14'x48' Sign

Center Mount - 22' Overall Height



20' vee