

# Department of Public Works

City Hall  
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Racine, WI 53403  
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Richard M. Jones, P.E.  
Commissioner of Public Works

Thomas M. Eeg, P.E.  
Asst. Comm. of Public Works/Operations

John C. Rooney, P.E.  
Asst. Comm. of Public Works/Engineering

October 27, 2009

Ald. Gregory Holding  
Chairman, Public Works  
And Services Committee  
Racine, Wisconsin

Dear Ald. Holding:

The current billboard property lease for 1301 West Sixth Street with Adams Outdoor Advertising expired on August 31, 2009. This lease agreement commenced on September 1, 2004 at an annual rate of \$270 for this location and was to be increased annually by the Consumer Price Index for the 5-year term of the lease.

Adams Outdoor Advertising wishes to replace the three existing signs with a single sign and is request a 10-year lease due to the cost of the sign replacement and landscaping. They are proposing an initial annual rate of \$2,000 which will be increased by the CPI annually. This rate is comparable to the rate that was recently approved at Eighth and Marquette Streets, so I feel this is an acceptable initial fee.

I recommend that this lease agreement be executed at the proposed rate of \$2,000 annually for a 5-year term, comparable to their other lease agreements, subject to an annual CPI increase.

Sincerely,

Thomas M. Eeg  
Asst. Comm. of Public Works/Operations

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