



OUTDOOR ADVERTISING

December 10, 2004

RE: AGENDA ITEM #2

Ladies & Gentlemen of Legal & Finance;

The purpose of this letter is to address ordinance #4074 recently adopted by the city council.

First and foremost, Lamar Advertising would like to thank you for adopting a new variance procedure for public construction projects.

Currently, Lamar has seven structures of various sizes (See attachment A) that will be affected by the new construction project (Exit 60).

The current sign ordinance allows for a maximum of 250 sq. ft. which will result in up to a 64.43% reduction in square footage. (See attachment B)

With the expansion of the right of way requiring our structures to be further from I-90, a 64.43% reduction in size would drastically reduce the effectiveness of the advertisement for our local businesses.

National industry standards for Interstate highways are 14X48 or a minimum of 10.6X36. A 250 sq. ft. sign would be considered an industry standard for city streets.

We respectfully ask you to consider our proposal to add a size variance to your recently adopted ordinance #4074 allowing spacing variance for public construction projects.

Again, thanks for your consideration in this matter.

Please call with any questions or concerns that you may have.

Thank you,

A handwritten signature in black ink, appearing to read "DR", written over a horizontal line.

Doug Rumpca
VP/GM
Lamar Advertising

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Exhibit A

Structures and Sizes affected by the new Construction Project on I-90 (Exit 60)

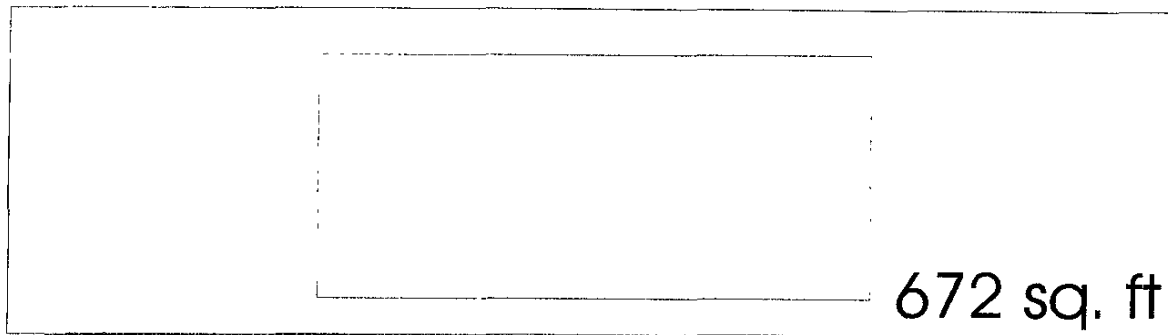
| | |
|-------------------------|---------|
| Common Cents | 14 x 48 |
| Days Inn | 14 x 48 |
| Town and Country | 12 x 40 |
| AmericInn/Golden Corral | 12 x 40 |
| Perkins | 12 x 40 |
| Radisson | 12 x 40 |
| Rice Honda | 12 x 40 |

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Exhibit B

48'

14'



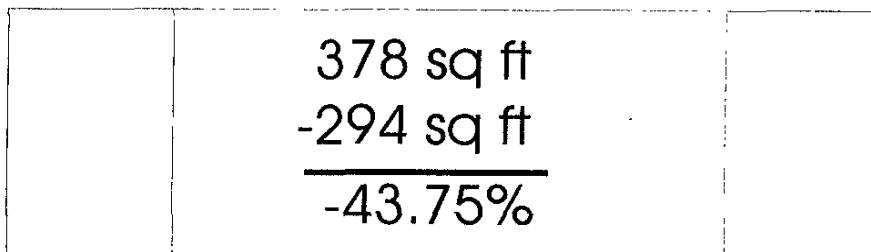
Our current size

672 sq. ft



36'

10'.6



Size we propose

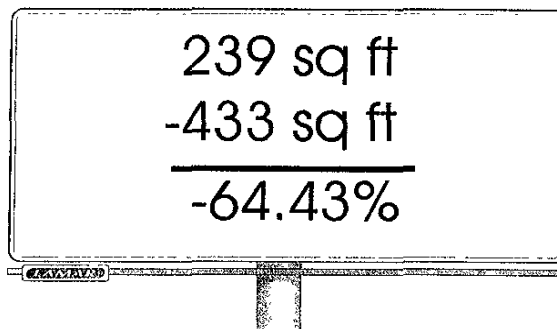
378 sq ft
-294 sq ft

-43.75%



22'9

10'.6



Size as per ordinance

239 sq ft
-433 sq ft

-64.43%

Scale: 1" = 7.5'

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