



1329 Interchange Place
La Crosse, WI 54603

P: 800-658-9095

O: 608.784.8200

F: 608.782.1944

W: lamar.com/lacrosse

Corey Andel
1329 Interchange Pl
La Crosse, WI 54603
candel@lamar.com

October 10th, 2019

621 3rd Street North Purchase

Dear Council Member,

It was recently brought to our attention the intention of the city of La Crosse to purchase the property located at 621 3rd Street North located in La Crosse. Lamar Advertising has a strong interest in this location. We have received some phone calls from one of your fellow council members asking questions about our billboard. We were told it would be the first thing to go and how much it would take for it to go away.

Citing Nichols on Eminent Domain, Section 23 03[5], when a public entity with the power of eminent domain acquires title to leased land and terminates the lease, this is the equivalent of condemnation and a taking will be deemed to have occurred and compensation will be due the sign owner. Please also see *Vivid, Inc. v. Fiedler*, 182 Wis 2d 71, 512 N W 2d 771 (1994), where Lamar's attorney, Thomas S. Hornig, successfully prevailed on similar grounds for the plaintiff outdoor advertising company. Be advised that the proposed transaction is indeed a taking. If Council approves the purchase of this property, Lamar will pursue the fair market value of its condemned property.

Will close by asking you to **NOT** purchase this property. Not only because of the interest Lamar Outdoor Advertising has on this property, but the additional costs the city will have to pay Lamar. Couple that with tax dollars and paying a much higher price than the property is worth, is not a fiscally responsible and a poor choice. This property was listed for sale earlier in the year for \$143,500 and now the city is willing to pay over 4 times that amount??

Thanks for your time and we hope you see the importance to vote against this purchase.

Sincerely,
Corey Andel – VP/GM of La Crosse Wisconsin