



STREET PRIVILEGE PERMIT RENEWAL FORM

City of La Crosse Legal Department

Phone: (608)789-7511

<http://www.cityoflacrosse.org>

PROPERTY OWNER:

NAME Keith Carson ADDRESS Fairway Outdoor Advertising, LLC 325 N. 3rd Street
 CITY LaCrosse STATE Wisconsin ZIP CODE 54601
 PHONE (608) 784-8200 CELL () FAX # (608) 782-1944
 EMAIL keith.carson@fairwayoutdoor.com

ENCROACHMENT TYPE (CHOOSE ONE):

- AWNING, ON-PREMISE SIGN, OVERHEAD HEATER, CANOPY
- FIRE ESCAPE, RESCUE PLATFORM, BALCONY
- VENDING MACHINE, NEWSBOX
- UNDERGROUND WIRES AND INFRASTRUCTURES
- AUTOMATIC IRRIGATION SYSTEM, SIDEWALK ENCROACHMENT
- OTHER: _____
- OUTDOOR DINING AREA
- AESTHETIC APPURTENANCE
- GROUNDWATER MONITORING WELL
- BOATHOUSE, HOUSEBOAT
- OFF-PREMISE SIGN

DESCRIPTION OF ENCROACHMENT AND LOCATION:

Structure # WI6167 - US HWY 53 (97 Copeland Avenue) 590' S/O Monitor St. ES - Lots 6,7,8,9&10
in block 17 of the original plat of Town of La Crosse, in the city of La Crosse, La Crosse county, WI
Sign in double sided. Double High outdoor Advertising sign adjacent to the premises at 97
Copeland Ave. on the right of way.

DEPARTMENT ROUTING:

- INSPECTION ENGINEERING CITY CLERK POLICE PUBLIC WORKS

TAX PARCEL ID:

#

ORIGINAL PERMIT NUMBER:

#

Please return this completed document along with required information and fees noted on checklist to:
City of La Crosse, Legal Department, 400 La Crosse Street, 6th Floor, La Crosse, WI 54601.
 With questions, please contact the Legal Department at (608)789-7511.

Approved by: _____	<p>Required items to be provided by Homeowner:</p> Valid Certificate of Liability Insurance <input type="checkbox"/> Annual renewal fee (See Fee Schedule) \$ _____ <input type="checkbox"/> Attached copy of the Original Permit <input type="checkbox"/> <p style="text-align: center;">All items due prior to approval</p>	<p><i>Gray Shaded Areas are to be completed by City of La Crosse Staff</i></p>
		<p>NON-REFUNDABLE ANNUAL PERMIT FEE</p> \$ _____ Payable to the City Treasurer Check # _____ Date received: _____
Approval date: _____		

ACORD

Client#: 94615

FAIRMED

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 01/07/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: Mesriow Insurance Services, Inc. Mackey Team 353 N. Clark Street Chicago, IL 60654-4704
CONTACT NAME: Michelle Forte
PHONE (A/C, No, Ext): 312 595-7165 FAX (A/C, No): 312 595-7163
E-MAIL ADDRESS: mforte@mesriowfinancial.com
INSURER(S) AFFORDING COVERAGE: INSURER A: Phoenix Insurance Company NAIC #: 25623
INSURER B: Travelers Indemnity Company 25658
INSURER C: Travelers Property Casualty Co. 25674

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSR, SUBR WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Rows include Commercial General Liability, Automobile Liability, Umbrella Liab, Workers Compensation, and Employer's Liability.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Broad Named Insured includes Fairway Outdoor Advertising, LLC, 325 N 3rd Street, La Crosse, WI 54601.
RE: Street privilege permit application for 97 Copeland Avenue - Lease for 604 Second Street South (for existing sign structure).
Reference (Name of Location requesting): Fairway Outdoor - La Crosse, Wisconsin.
Project: Street Privilege Permit-Sign Structure Lease.
(See Attached Descriptions)

CERTIFICATE HOLDER: City of La Crosse - Legal Department Attn: Stephen Matty-City Attorney 400 Lacrosse Street La Crosse, WI 54601
CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE: [Signature]

DESCRIPTIONS (Continued from Page 1)

Dates: 01/01/2016 - 12/31/2016

City of La Crosse is named as an Additional Insured on the General Liability insurance coverage when required by written contract or agreement.



COPY

United Fire & Casualty Company
United Life Insurance Company
Addison Insurance Company
Lafayette Insurance Company
United Fire & Indemnity Company
United Fire Loyds
Financial Pacific Insurance Company

CONTINUATION CERTIFICATE

BOND NO.: 55203521

PRINCIPAL: FAIRWAY OUTDOOR ADVERTISING, LLC 325 N 3RD STREET LA CROSSE, WI
54601

OBLIGEE: CITY OF LA CROSSE 400 LACROSSE STREET LA CROSSE, WI 54601

TYPE OF BOND: ERECT SIGNS IN THE CITY OF LA CROSSE, WI

BOND PENALTY: 10,000.00

BOND TERM: From 12/07/2015 To 12/07/2016

The Company indicated hereby continues in force, for the period described, the Bond designated above, subject to all the agreements, limitations, and conditions thereof and provides that the liability under said bond and all continuations thereof shall not be cumulative and shall not in any event exceed the amount of said Bond herein before set forth.

Signed, Sealed and Dated 09/08/2015.

UNITED FIRE & CASUALTY COMPANY

By 
Attorney-in-Fact

LICP0003 04 11

HOME OFFICE: 118 Second Avenue SE, PO Box 73909, Cedar Rapids, Iowa 52407-3909 Phone: 319-399-5700 or 800-343-9130 FAX: 888-728-9738

UNITED FIRE GROUP

Bond Transaction Report

BOND NO 55203521

AGENT 481852

**FLEIS INSURANCE AGENCY INC
PO BOX 537
1824 E MAIN ST
ONALASKA, WI 54660**

**PRINCIPAL ACCOUNT 0800033095
FAIRWAY OUTDOOR ADVERTISING LLC
326 N 3RD STREET
LA CROSSE, WI 54601**

**OBLIGEE
CITY OF LA CROSSE
400 LACROSSE STREET
LA CROSSE, WI 54601**

BOND TYPE

LICENSE & PERMIT

BOND TERM

12/07/2015 - 12/07/2016

RENEWAL METHOD

CONTINUATION CERTIFICATE

BOND DESCRIPTION

ERECT SIGNS IN THE CITY OF LA CROSSE, WI

TRANSACTION REASON

RENEWAL

BILLING METHOD

AGENCY BILL

TRANSACTION INFORMATION

BOND AMOUNT

10000.00

PREMIUM

100.00

COMMISSION

.300

Legal Description for Structure # 6167 - US 53 (97 Copeland Ave.) 590' S/O Monitor St. ES:

Lots 6, 7, 8, 9 and 10 in Block 17 of the original plat of Town of La Crosse, in the City of La Crosse, La Crosse County, Wisconsin.

FAIRWAY

Fairway Outdoor Advertising » P 770.333.0399 » F 770.333.0599
500 Colonial Center Parkway, Suite 120 » Roswell, GA 30076

Via Hand Delivery

January 7, 2016

Stephen F. Matty, Esq.
Legal Department
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

***Re: Street privilege permit application for 97 Copeland Ave
Lease request for 604 Second Street South***

Dear Mr. Matty:

Pursuant to your correspondence addressed to Mr. Keith Carson dated January 4, 2016, regarding the above referenced matters, please accept this letter as the required statement certifying the 2015 annual gross revenues for Fairway Outdoor Advertising's off-premise signs in question as follows:

- WI 6167—2015 annual gross revenue: \$9,480.95
- WI 6189—2015 annual gross revenue: \$20,055.70

Should you have any questions regarding this certification, please feel free to contact me directly.

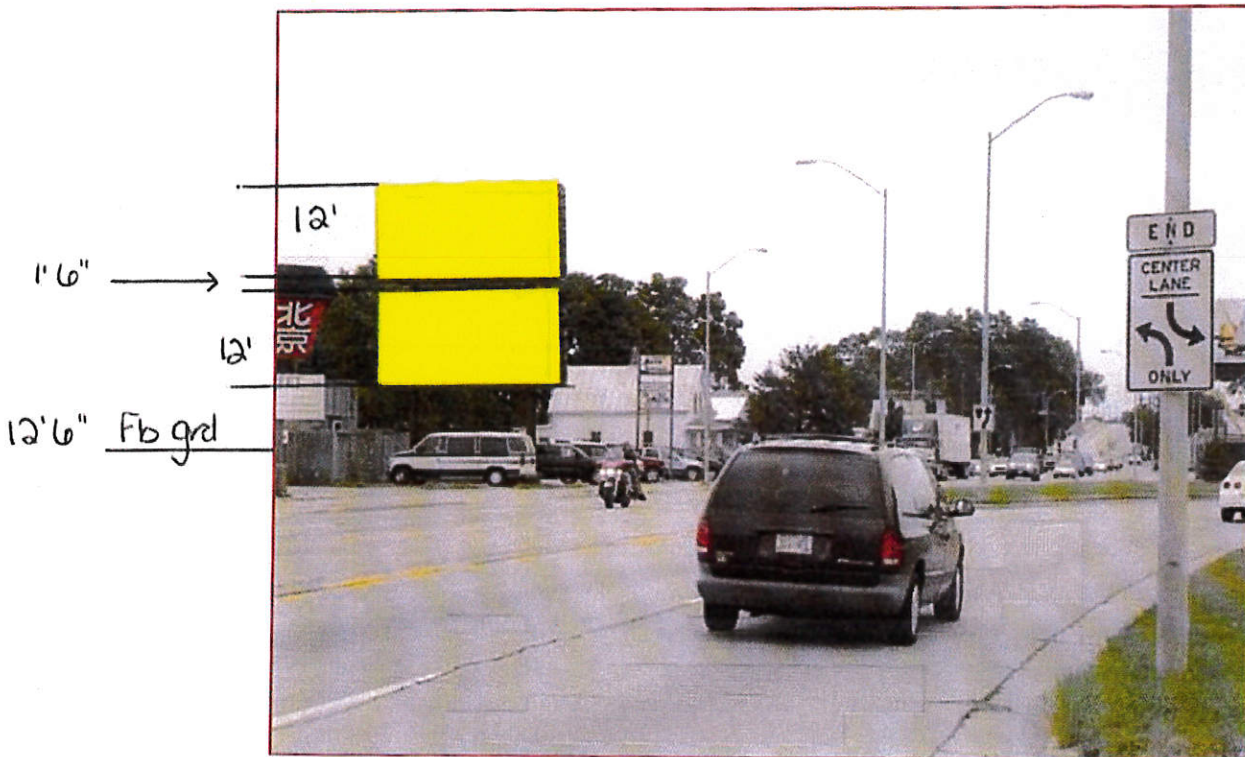
Regards,



Abe Levine
Certified Public Accountant

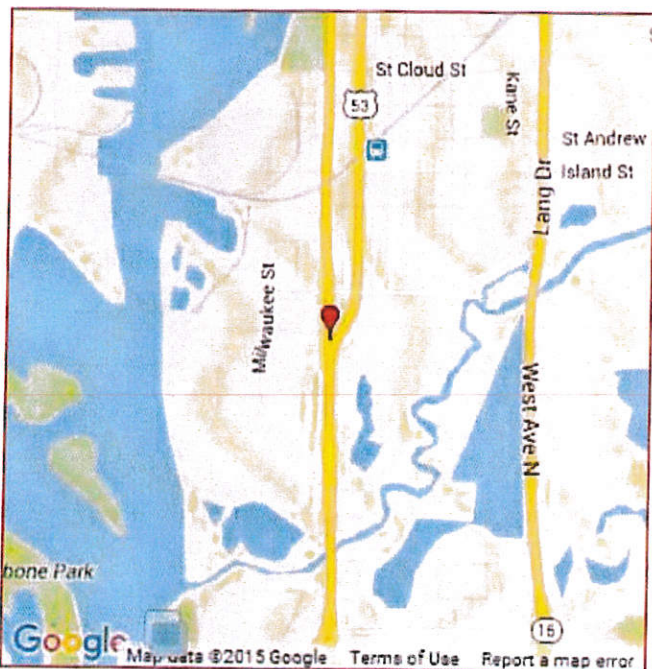
FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Total Height 37' to top

12'6" from bottom of lower sign to ground



006167sb

US 53 (97 Copeland Ave.) 590' S/O Monitor St. ES

SIZE: 10.41' x 22.67'

MARKET: Wisconsin

STATE: WI

AREA: La Crosse

MEDIA: Poster

*TAB OUT OF HOME RATING: 69,020

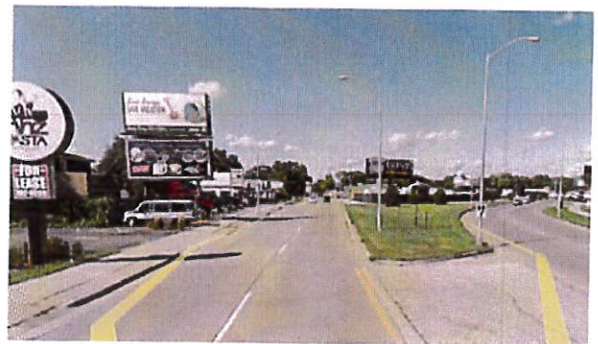
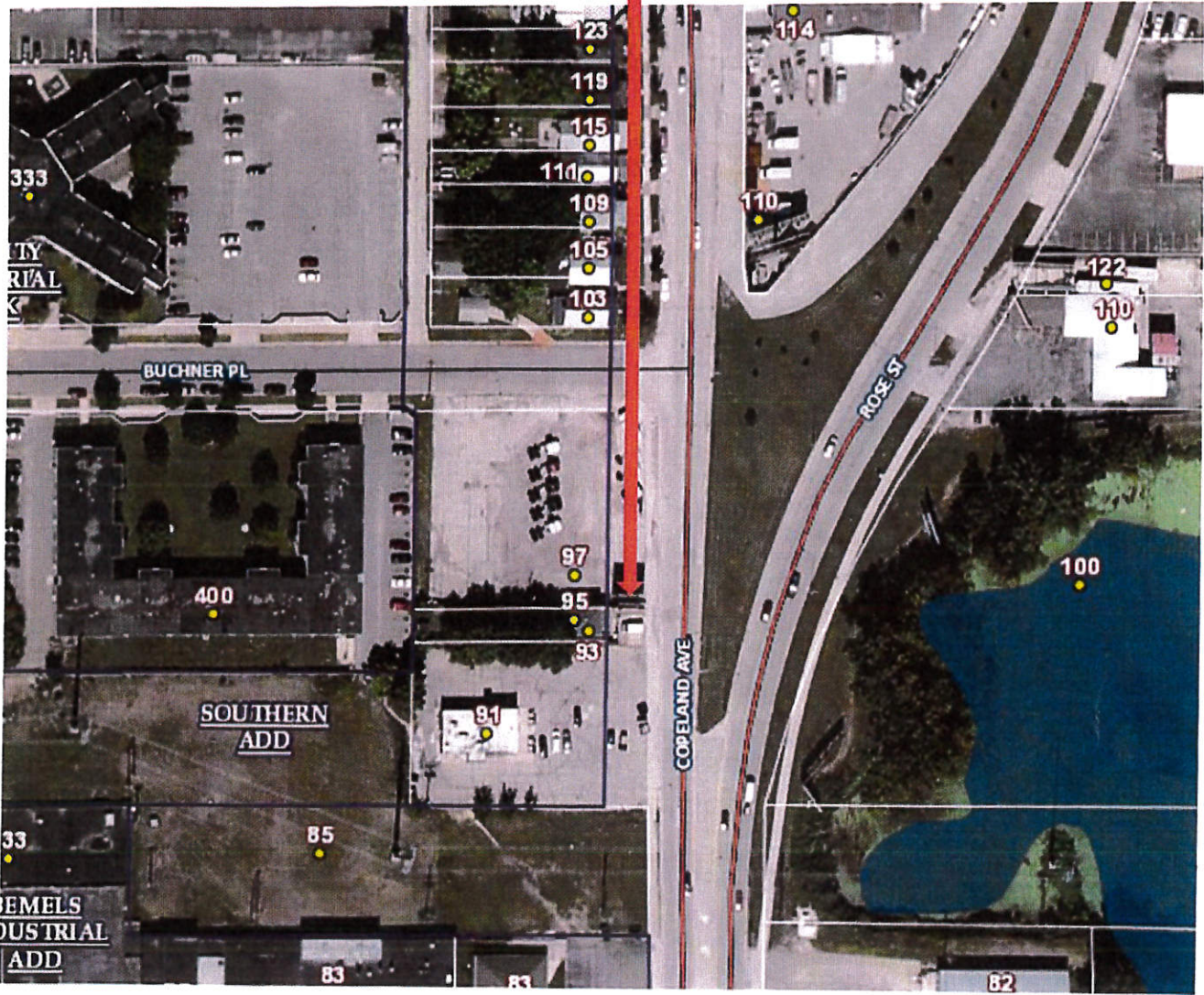
TAB IDENTIFIER: 30581883

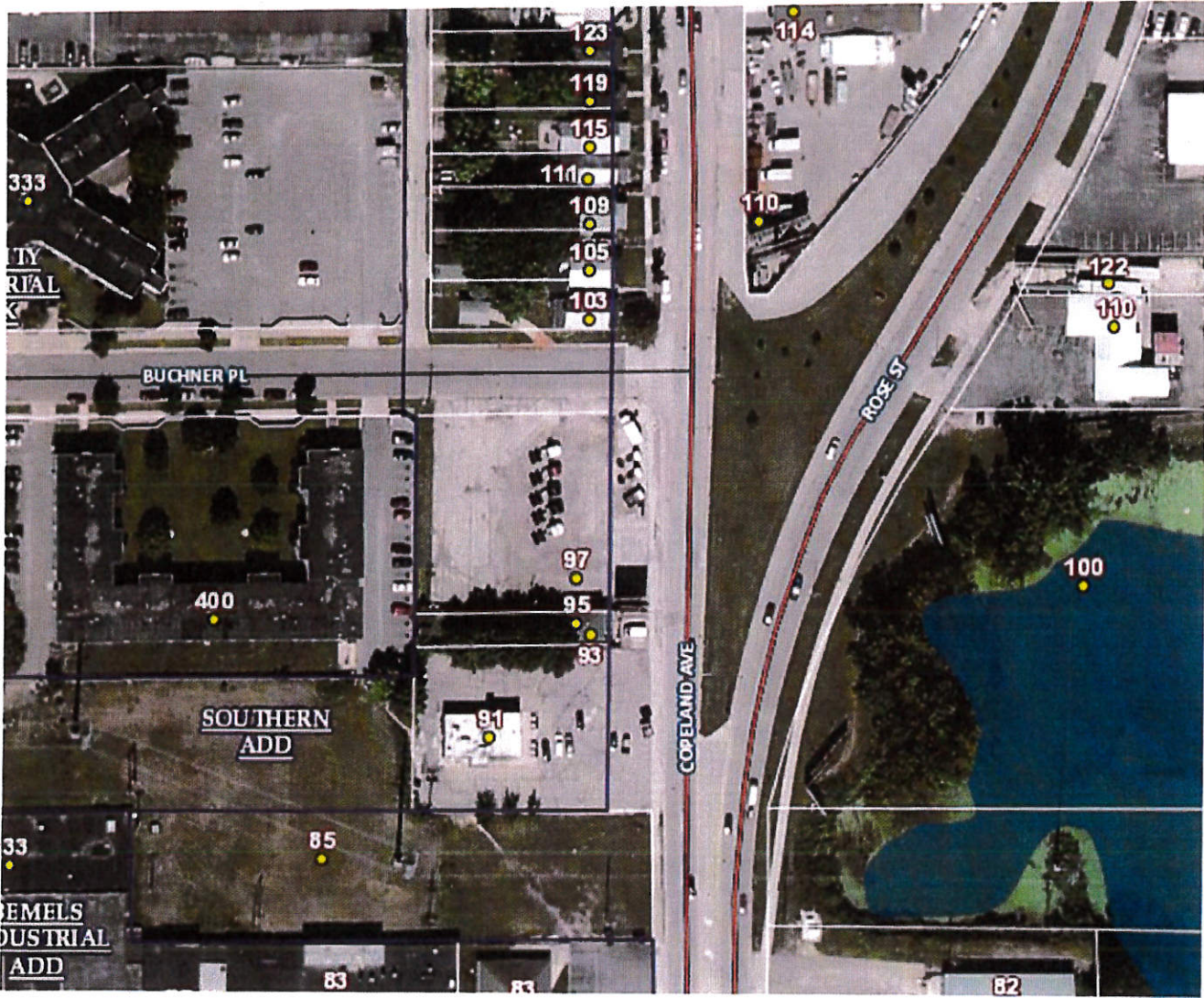
ILLUMINATION: No

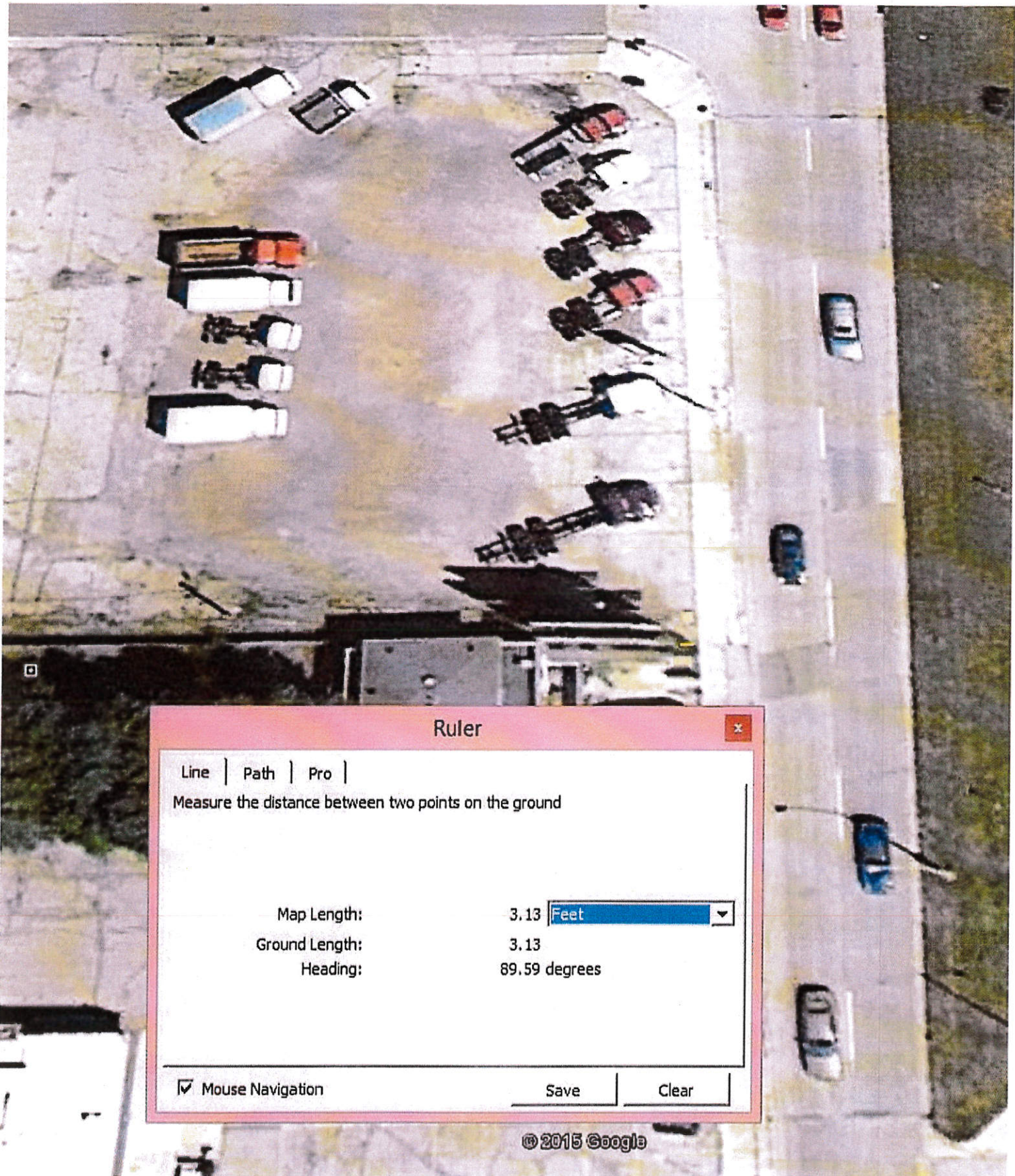
GPS: 43.82682, -91.24936

325 N. Third St | La Crosse, WI, 54601 | 608-784-8200 | FairwayOutdoor.com

*Tab Out of Home Rating represents the number of times an out of home panel will be seen by Adults 18+ in an average week of the year.
 *The TAB Out of Home Rating data is proprietary intellectual property owned by the Traffic Audit Bureau for Media Measurement, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. © Copyright, 2014, All Rights Reserved.







Ruler ✕

Line | Path | Pro |

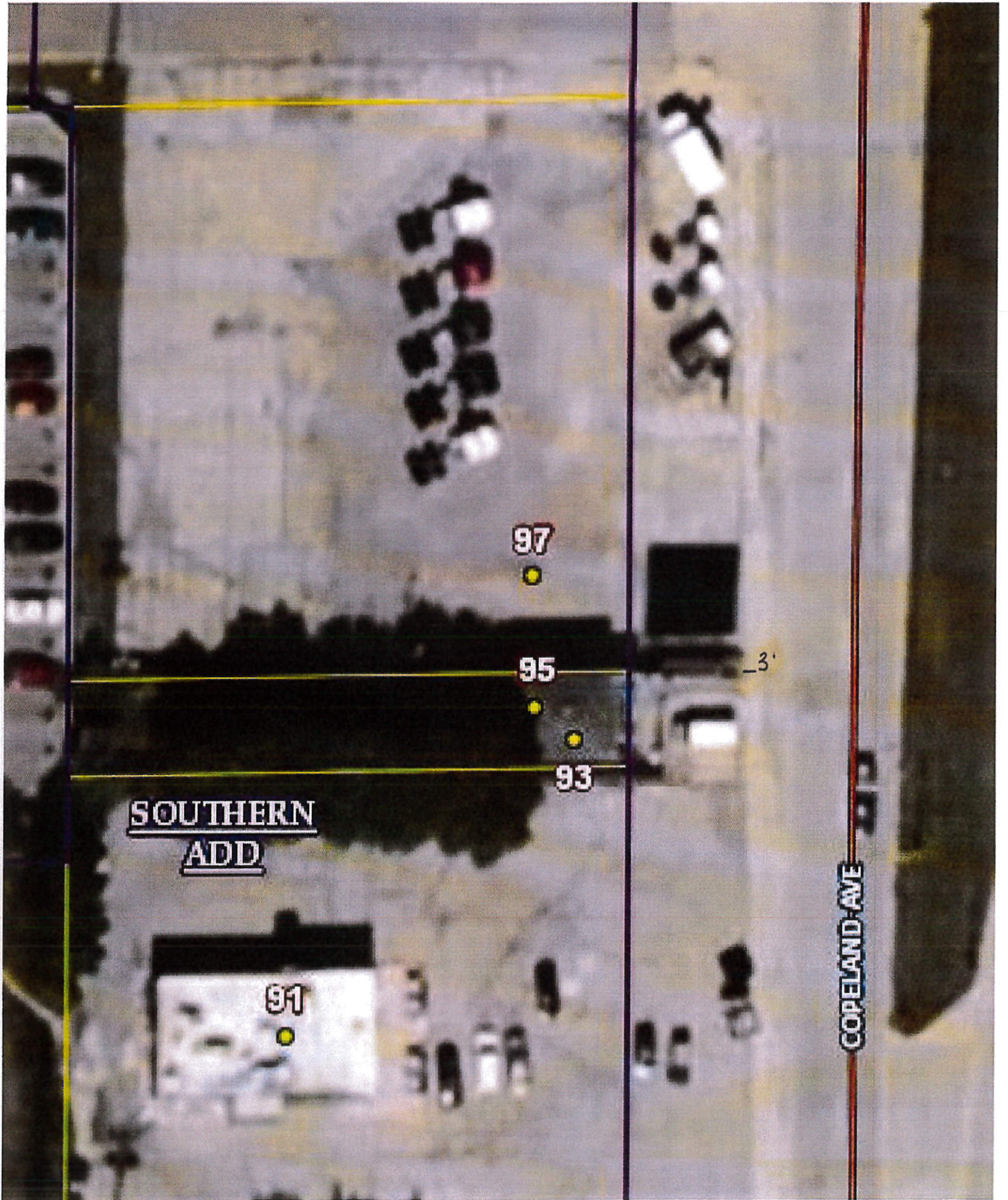
Measure the distance between two points on the ground

Map Length: 3.13 Feet

Ground Length: 3.13

Heading: 89.59 degrees

Mouse Navigation Save Clear



SOUTHERN
ADD

COPELAND AVE

97

95

93

91

3'