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June 23, 2009

Mr. James Allegretti,
Chairman, Procedures and Regulations Committee
The City of Park
505 Butler Place
Park Ridge, IL 60068

Re: Proposal on behalf of Generation Group, Inc.

Dear Chairman Allegretti:

I am writing on behalf of my client, Generation Group, Inc., with respect to a proposal to erect four outdoor advertising structures along the I-294 tollway adjacent to the northbound lanes. My client has secured leases along that stretch of I-294 and has already procured two of the four IDOT permits necessary from the State of Illinois Department of Transportation.

Our proposal will require the issuance of four special use permits for the construction of these structures. Generation Group proposes to mitigate local concerns through the payment of impact fees and negotiation of annual inspection fees. In reviewing the Park Ridge Zoning Ordinance Section 14.29 (b) Off Premise Signs allows for signs in commercially zoned districts within 660 feet of Interstate 90 (I-90) and Interstate 294 (I-294) providing standards and criteria for the erection of such signs. Since the Zoning Ordinance allows for off premise signs, we are requesting special use permits from the City to erect these structures.

We have determined through our review and due diligence the following in relation to the Ordinance:

(1) The signs adjacent to, intended to be viewed from, and within 660 feet of Interstate 90 (I-90) and Interstate 294 (I-294) right of way. No off premise signs allowed more than 660 feet from Interstate 90 right of way. *Generation Group proposal complies with this requirement.*

(2) No off premise signs shall be erected closer than 1000 linear feet to any other off premise sign on the same or opposite side of the same roadway. *Generation Group is seeking a modification to 500 linear feet which mirrors the requirements of the Federal Highway Beautification Act.*

(3) The maximum area of a sign face is 100 square feet. *Generation Group is seeking a modification to a maximum area of 1200 square feet per face.*

(4) The maximum height of the sign shall not exceed 20 feet above grade. *Generation Group is seeking a modification of maximum height of the sign to 80 feet above grade.*

(5) Off premise signs should not be erected or maintained in such a place or manner as to obscure or otherwise physically interfere with an official traffic control device or railroad safety signal or sign or to obstruct or physically interfere with the driver's view while approaching, merging, or intersecting traffic. *Generation Group proposal complies with this requirement.*

H. OFF PREMISE SIGNS (1)

Generation Group, Inc. is proposing to erect four unipole steel double faced 20 x 60' outdoor advertising structures along the northbound lanes of Interstate 294 tollway. Generation Group proposes to erect these structures on property which is within the commercially zoning districts contemplated in Section 14-Subparagraph H of the Park Ridge Zoning Ordinance. These structures are within 660 feet of the Interstate 294 and are permitted by the Zoning Ordinance.

OFF PREMISE SIGNS (2)

The Generation Group proposal requires a special use permit modifying this section of the Zoning Ordinance to allow the structures to be placed within 500 linear feet of each other. The current Ordinance requires a 1,000 linear feet spacing. The Highway Beautification Act of 1965 controls outdoor advertising along all federal aid primary, interstate and national highway system roads. It is commonly referred to as the Highway Beautification Act, 23 U.S. Code, Section 131. The Highway Beautification Act specifically requires that outdoor advertising off premise signs be spaced at least 500 feet apart. This is the requirement that is also followed by the Illinois Department of Transportation in issuing a permit to erect a structure along a federal aid primary highway.

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Generation Group is requesting that Park Ridge issue a special use permit allowing Generation Group to place these signs 500 feet apart in accordance with federal regulation.

OFF PREMISE SIGNS (3)

The current Zoning Ordinance allows a maximum area of sign face to be 100 square feet. Generation Group is requesting the City of Park Ridge to grant a special use permit to Generation Group allowing the sign face to be enlarged to 1200 square feet, which is a traditional 20 by 60 billboard. In order to make the signs economically viable, this expansion to 1200 feet would allow traffic moving at the stated speed limit an opportunity to read the advertiser's copy and accomplish Generation Group's business purpose of outdoor advertising. Generation Group proposes to offset any impact that may or may not exist in granting this special use through the payment of impact fees totaling \$100,000 per each double faced advertising structure. Generation Group is also proposing negotiating an annual inspection fee with the City of Park Ridge to further offset any perceived impact and insure that the structures are properly maintained.

OFF PREMISE SIGNS (4)

The current Zoning Ordinance of the City of Park Ridge restricts the maximum height of the sign to 20 feet above grade. Generation Group is requesting a special use to modify that requirement to 80 feet above grade. The location where the foundation for the outdoor advertising structure would be located would require at least 30 feet to bring the bottom of the sign to the grade of the tollway. This would not accomplish Generation Group's business purpose of outdoor advertising inasmuch as traffic on the tollway would not be able to view the sign face at that height. Generation Group is requesting a special use to allow the structures to be built to a maximum of 80 feet above grade. Generation Group proposes to offset any perceived impact through the use of impact fees enumerated above.

OFF PREMISE SIGNS (5)

The proposal of Generation Group complies with the restrictions contemplated in Subparagraph (5) as the properties for which they are requesting a special use do not impede, impact, obscure or otherwise physically interfere with any of the devices enumerated in Subparagraph (5)

Generation Group has conducted preliminary engineering studies, surveying and line of sight studies, and has been granted two permits from the Illinois Department of Transportation reflecting Generation Group's compliance with federal and state regulations. Generation Group intends to submit the survey and line of sight studies for all four locations with its Application for special use permits.

Generation Group is also sensitive to the aesthetics and needs of the community. Generation Group includes in its lease arrangement with property owners that it will not advertise adult entertainment, or any visual advertising of a salacious nature.

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As part of the tobacco industry master settlement agreement of 1999, outdoor advertising has banned tobacco products as a source for outdoor advertising. Generation Group, as a company, refuses to allow advertising for gentlemen's clubs, massage services, adult book stores, sexual toys, or DVD's.

Generation Group believes that granting the special use will also benefit local businesses in Park Ridge. Much of outdoor advertising promotes local businesses and most of these enterprises are "small businesses." There is a direct correlation between the success and growth of local small business and the use of outdoor advertising. Historically, it has been proven that small business depends on outdoor advertising directing customers to their business locations and to drive sales and that outdoor advertising is an excellent source to achieve that end. It should also be noted that outdoor advertising structures help direct out of town tourists off the highway to local establishments and attractions. Specifically, it is shown that those businesses with less than 50 employees have a special affinity for and benefit greatly from billboard advertising due to its affordability compared to other media because it is inherently the most local of all media. Municipalities also find outdoor advertising very advantageous to advertise community events and special weekend events being sponsored by the various municipalities.

Generation Group, Inc., as stated previously, proposes to pay a \$100,000.00 impact fee to the City for any real or potential impact. This amounts to \$400,000.00 at the time that construction of the structures commences. In addition, Generation Group is proposing to negotiate a fee with the City of Park Ridge with respect to annual inspections equivalent to \$1.00 per square foot of sign space. This would be equivalent to \$2400.00 per structure per year. Our leases are 20-year leases, consequently, this would be an additional amount of money over the next twenty years to the City in the amount of \$192,000.00. We wish you also to bear in mind that the City does not have to invest in any infrastructure or improvements nor does it have to raise any money through taxing authorities in order to grant these special uses. In our view, this is a win-win situation, not only for the property owners from whom we have secured leases, but also for the City in that they have developed a revenue stream without any investment in infrastructure or increase in taxes.

We would like to be placed on the Agenda for your next regularly scheduled meeting in order to discuss our proposal with the other members of your committee.

The favor of a prompt reply is requested.

Sincerely,

LOSS & PAVONE

Joseph J. Loss

Joseph J. Loss,
Attorney at Law
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