

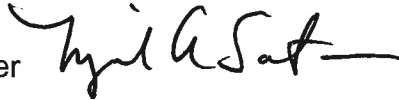
CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

0220-05260-0002

Date: November 1, 2016

To: Honorable Members of the Planning & Land Use Management Committee

From: Miguel A. Santana
City Administrative Officer



Subject: **SUPPLEMENTAL ATTACHMENT TO THE OFF-SITE SIGN REGULATIONS
AND POLICY OPTIONS REPORT (C.F. 11-1705)**

RECOMMENDATIONS

That Council, subject to the approval of the Mayor:

1. Bifurcate the issue of off-site signs on City-owned properties and off-site signs on private properties to allow for additional analysis related to City-owned properties to be completed consistent with the process outlined in the supplemental report;
2. Instruct the Office of the City Administrative Officer (CAO) to conduct further analysis of the identified City owned parcels, which may be eligible for relocation agreements;
3. Request the Office of the City Attorney, with the assistance of the Department of City Planning, to review and report back on the framework proposed in this report; and,
4. Authorize by resolution two Building Mechanical Inspector (Class Code 4251) positions within the Department of Building and Safety to provide additional Off-Site Sign Periodic Inspection Program (OSSPIP) enforcement, as well as, assist in the implementation of any new sign ordinance.

SUMMARY

On October 28, 2016, the Office of the City Administrative Officer (CAO) issued a report to the Planning and Land Use Management (PLUM) Committee to: 1) provide additional analysis on the relationship between takedowns and revenue-sharing; 2) to identify, by Council District, all City owned parcels eligible for relocation agreement under the existing proposed land use restrictions; and, 3) identify potential resources necessary to implement the enhanced enforcement program starting roll out by January 2017.

The attachments contained in this supplemental report provide the supporting information utilized and analyzed to determine the relationship between takedowns and revenue-sharing, as well as, determine the proposed options for takedown ratios and in-lieu payments to be included in any relocation agreement.

BACKGROUND

As of May 2016, the Off-Site Sign Periodic Inspection Program (OSSPIP) database contains information associated with the approximately 2.4 million square feet of off-site signage in the City. The 2.4 million square feet of off-site signage is spread over 8,323 sign faces affixed to 5,620 structures throughout the City.

Our Office worked with multiple City departments to analyze the relationship between takedowns and revenue-sharing. Additionally, our Office analyzed dozens of relocation agreements, ordinances, and public records to develop the proposed framework. The proposed in-lieu payments are intended to mitigate the impact of static signs which are not removed under the program. The framework was designed to allow all existing billboard companies to participate in a relocation program by allowing in-lieu payments; this allows smaller companies with smaller inventories to participate.

Other California cities have utilized relocation agreements in connection with the relocation of existing static and digital billboards to other sites in those cities. Relocation agreements have the potential to consolidate the rights of multiple off-site signs, through sign reduction, into one relocated off-site sign. It is important to note that the consolidated existing off-site signage would most likely be static signs, and the relocated off-site sign would most likely be digital, carrying with it the potential for increased community impacts, which may be offset by the cumulative reduction in existing off-site signs and community benefits.

It is also important for the City to properly account for the increased condemnation cost between static and digital off-site signage. In 2013, the Minnesota Department of Transportation (MnDOT) agreed to spend over \$4.3 million for the removal of a digital billboard as part of the Lafayette Bridge reconstruction project. According to MnDOT, the \$4.3 million was a compromise and the billboard company had asked for much more. Per MnDOT records, approximately 88,000 vehicles traveled the bridge daily prior to reconstruction. An MnDOT environmental impact report identified five billboards, one digital and four static, which would need to be removed in the course of the reconstruction project. It was reported that the billboard company was compensated approximately \$750,000 for each of the static billboards meaning \$7.3 million in public funds were used for the removal of five billboards. The negotiated a settlement was based on the cost of the sign itself and the potential revenue that the billboard company stood to lose over several years without it.

BILLBOARD REMOVAL, RELOCATION AND RECONSTRUCTION AGREEMENTS

The purpose of a billboard relocation agreement is to reduce the number of off-site sign structures (billboards) in the City by removing existing billboards in exchange for allowing relocation of billboards to more suitable locations, to provide more attractive, aesthetically-pleasing billboard designs, and/or digital displays. A further purpose is to reduce or eliminate the City's obligation to expend public funds for the removal of legal nonconforming billboards.

Relocation agreements are part of the demonstrated commitment of the City to improve the aesthetic appearance of the city and any legally constructed billboard located within City limits should be considered a candidate for removal and relocation pursuant to an agreement as proposed in this report. In order to be eligible to relocate an existing billboard structure, the billboard owner must commit to the permanent removal of any number or size of existing static billboard structures as outlined in Attachment 1.

The proposed framework includes a "nine for one" sign reduction requirement, specifying that for every square foot of new signage, nine feet of existing, legal signage would have to be removed. Concerns have been raised that this amount of sign reduction might not always be feasible. Therefore, our Office recommends including a range of takedown options with corresponding in-lieu payments in any ordinance adopted by the City. The use of in-lieu payments will help ensure that the imposition of community benefits is consistent and as equivalent as possible to a sign takedown. However, every relocation agreement proposed should result in a net decrease in existing billboards resulting in a reduction in advertising square footage within the City.

Since the location of existing billboards are not evenly distributed throughout the City, it is recommended that the sign reduction requirement be met with at least 50 percent of the reduction occurring in an impacted area within a five-mile radius of the relocated sign, and allowing for up to 50 percent of the reduction to occur outside the radius.

Each billboard relocation agreement should contain, at a minimum, the following information:

1. The existing location, height, sign face square footage, construction style, remaining unamortized term, etc. of the billboard structure(s) to be relocated and proof satisfactory to the City that it was legally erected (e.g. permits);
2. The proposed (new) location and size of the billboard structure(s) to be relocated;
3. The date that the existing billboard structure(s) are to be permanently removed;
4. Design drawings for the relocated billboard(s);
5. Requirements for maintenance and repair;
6. Operational requirements, including any restrictions; and,
7. Provisions requiring indemnification of the city, its officials and employees.

Ultimately, relocation agreements should contribute to the reduction of visual clutter in the City, or accommodate a public project where the agreement serves the public interest by eliminating the need for public fund expenditures.

OFF-SITE SIGNS ON CITY-OWNED PROPERTIES

Our Office recommends bifurcating the issue of billboards on City-owned properties and billboards on private properties. To date, there is no current policy, or acknowledged consensus by policymakers on general issues related to billboards on public sites. Though reaching consensus may be difficult, there should be some broad policy direction provided by the Mayor and Council that policymakers can then consider as they explore or pursue specific sites. Without a general guiding policy, each site must be assessed on an ad hoc, case-by-case basis throughout the exploratory process. Minor decision points or areas of concern can derail the entire process prematurely, by stopping a potential opportunity too early out of concern that not every aspect or risk is known. This can result in significant inefficiencies, as staff attempt to consider too many potential options. Many broad policy considerations must be resolved, such as decisions about the use of proceeds, the structure and term of an agreement, and the City's ability to control rates and content.

Our Office believes the City's objectives for cost savings, increased efficiencies, innovation through technology, and risk transfer can be achieved, but these must be appropriately balanced against the potential loss of control over existing assets (rate, location, and content), use of potential proceeds, or other operational impacts. The framework recommended below provides a methodology for assuring these important considerations are met as the City considers opportunities for billboards on public sites.

Evaluation Process

Our Office's role in assessing potential sites will focus on providing assurance that: 1) adequate strategies, procedures, and processes are in place to evaluate all potential public sites, 2) the recommendations will be based on sound, reliable, and complete information, and 3) activities are transparent to policymakers and stakeholders.

Next Steps

- Compile and assess the list of identified publicly owned parcels with the following buffers: 1) 500 feet; 2) 200 feet; 3) 100 feet; and 4) Other.
- Issue a Request for Information (RFI) and Request for Qualifications (RFQ) to:
 - Assess the current and potential future utilization of the public parcels, particularly to determine how utilization could be affected by a concession agreement.
 - Project the value of the billboard over the life of a concession agreement.
 - Pre-qualify possible partners and gauge interest.
- Develop financial models to project what value the assets provide under both the current operating structure, and what they would provide if an off-site sign was placed at the site.

- Evaluate the RFI and RFQ to develop a Citywide policy that represents the City's position and intent with respect to billboards on public sites and provides general guidance for moving forward. Additional considerations to be determined include defining expected and measureable performance standards, and how best to communicate with stakeholders, including potential partners, the public, and other interest groups.

Procurement Process

Release a comprehensive Request for Proposals (RFP), which should include a clear scope and objectives, detailed site information, expectations and skills of a partner, performance measurements, legal considerations, and any limitations that are currently envisioned. Close attention to this phase of the process is necessary to ensure transparency.

Contract Negotiations

Develop a term sheet to address basic issues of any lease/concession agreement. Such terms must strike an appropriate balance between the City's control and the potential partner's desire for profits and sustainability. Significant control issues should be clarified by policymakers early on, so an acceptable agreement can be reached in a timely and effective manner.

Project Monitoring

The purpose of this phase is to ensure that the project's performance aligns with expectations. The appropriate City agency/representative(s) must be identified, along with their specific responsibilities and methods by which they will ensure the City's expectations are met. These representatives will also be responsible for addressing issues as they arise. Policymakers may also desire periodic reporting by the City's representative on the status or outcome of the concession arrangement.

FISCAL IMPACT STATEMENT

There is no anticipated additional General Fund or Special Fund impact. The two resolution authority positions will be fully funded by existing fees or new fees adopted to implement a new sign ordinance. Funding for these positions in future fiscal years will be subject to the City's annual budget process.

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ATTACHMENTS

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Proposed Required In-Lieu Payment for the Reconstruction of a Digital Sign based on Proposed Takedown Ratios

(Required Payment is Equal to the Greater of the Below Options for Each Ratio)

Ratio	In-Lieu Payment for Each Sq. Ft. of Digital Reconstructed	In-Lieu Payment for the Reconstruction of a 72 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 288 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 672 Sq. Ft. Digital Sign
9:1 Ratio	\$ -	\$ -	\$ -	\$ -
8:1 Ratio	\$ 37.20	\$ 2,679.00	\$ 10,714.00	\$ 25,000.00
7:1 Ratio	\$ 74.40	\$ 5,357.00	\$ 21,429.00	\$ 50,000.00
6:1 Ratio	\$ 111.61	\$ 8,036.00	\$ 32,143.00	\$ 75,000.00
5:1 Ratio	\$ 148.81	\$ 10,714.00	\$ 42,857.00	\$ 100,000.00
4:1 Ratio	\$ 223.21	\$ 16,071.00	\$ 64,286.00	\$ 150,000.00
3:1 Ratio	\$ 297.62	\$ 21,429.00	\$ 85,714.00	\$ 200,000.00
2:1 Ratio	\$ 372.02	\$ 26,786.00	\$ 107,143.00	\$ 250,000.00

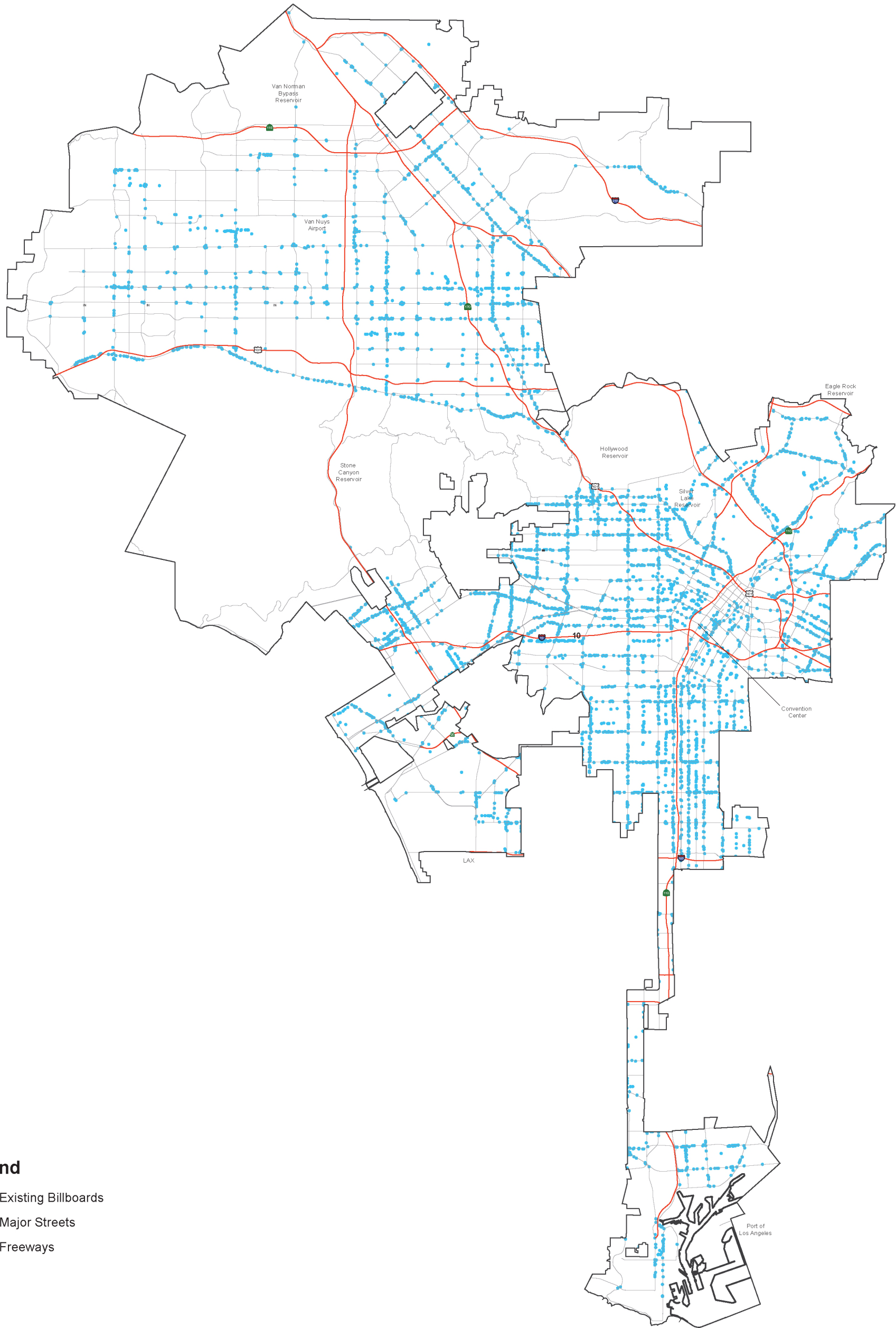
or

Ratio	In-Lieu Payment for Each Sq. Ft. of Digital Reconstructed	In-Lieu Payment for the Reconstruction of a 72 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 288 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 672 Sq. Ft. Digital Sign
9:1 Ratio	0.0%	0.0%	0.0%	0.0%
8:1 Ratio	2.5%	2.5%	2.5%	2.5%
7:1 Ratio	5.0%	5.0%	5.0%	5.0%
6:1 Ratio	7.5%	7.5%	7.5%	7.5%
5:1 Ratio	10%	10%	10%	10%
4:1 Ratio	20%	20%	20%	20%
3:1 Ratio	30%	30%	30%	30%
2:1 Ratio	40%	40%	40%	40%

Existing Billboards

Legend

- Existing Billboards
- Major Streets
- Freeways



**Impact of the Percentage Goal for the Removal of
Existing Static Signs on Total Citywide Off-Site Sign Square Footage (288 Sq. Ft. Example)**

	Removal Goal*	Removed Static Signage in Sq. Ft.	Reconstructed Digital Signage in Sq. Ft.	Net Removed Signage	Net Percentage Reduction from 2,364,444 Sq. Ft.	288 Sq. Ft. Digital Signs
A	5%	117,216	24,480	92,736	3.92%	85
B	10%	237,600	49,536	188,064	7.95%	172
C	15%	352,800	73,728	279,072	11.80%	256
D	20%	474,912	99,072	375,840	15.90%	344
E	25%	589,536	122,976	466,560	19.73%	427
F	30%	711,360	148,320	563,040	23.81%	515
G	35%	829,728	173,088	656,640	27.77%	601
H	40%	942,336	196,704	745,632	31.54%	683
I	45%	1,064,736	222,048	842,688	35.64%	771
J	50%	1,182,528	246,816	935,712	39.57%	857

9:1 - 5%		8:1 - 10%		7:1 - 15%		6:1 - 20%		
Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	
A	5,184	2	11,520	5	18,144	9	24,192	14
B	12,960	5	23,040	10	36,288	18	46,656	27
C	18,144	7	34,560	15	52,416	26	70,848	41
D	23,328	9	48,384	21	70,560	35	95,040	55
E	28,512	11	59,904	26	88,704	44	117,504	68
F	36,288	14	71,424	31	106,848	53	141,696	82
G	41,472	16	82,944	36	124,992	62	165,888	96
H	46,656	18	94,464	41	141,120	70	188,352	109
I	54,432	21	105,984	46	159,264	79	212,544	123
J	59,616	23	117,504	51	177,408	88	236,736	137

5:1 - 20%		4:1 - 15%		3:1 - 10%		2:1 - 5%		
Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	
A	23,040	16	17,280	15	12,096	14	5,760	10
B	47,520	33	35,712	31	23,328	27	12,096	21
C	70,560	49	52,992	46	35,424	41	17,856	31
D	95,040	66	71,424	62	47,520	55	23,616	41
E	118,080	82	88,704	77	58,752	68	29,376	51
F	142,560	99	105,984	92	70,848	82	35,712	62
G	165,600	115	124,416	108	82,944	96	41,472	72
H	188,640	131	141,696	123	94,176	109	47,232	82
I	213,120	148	160,128	139	106,272	123	52,992	92
J	236,160	164	177,408	154	118,368	137	59,328	103

*2,364,444 Sq. Ft. of Off-Site Signage in the City's Off-Site Sign Periodic Inspection Program (OSSPIP) database as of May 2016.

**Impact of the Percentage Goal for the Removal of
Existing Static Signs on Total Citywide Off-Site Sign Square Footage (672 Sq. Ft. Example)**

	Removal Goal	Removed Static Signage in Sq. Ft.	Reconstructed Digital Signage in Sq. Ft.	Net Removed Signage	Net Percentage Reduction from 2,364,444 Sq. Ft.	672 Sq. Ft. Digital Signs
A	5%	119,616	24,864	94,752	4.01%	37
B	10%	237,888	49,728	188,160	7.96%	74
C	15%	358,176	74,592	283,584	11.99%	111
D	20%	470,400	98,112	372,288	15.75%	146
E	25%	590,016	122,976	467,040	19.75%	183
F	30%	709,632	147,840	561,792	23.76%	220
G	35%	823,200	172,032	651,168	27.54%	256
H	40%	948,192	197,568	750,624	31.75%	294
I	45%	1,066,464	222,432	844,032	35.70%	331
J	50%	1,186,080	247,296	938,784	39.70%	368

9:1 - 5%		8:1 - 10%		7:1 - 15%		6:1 - 20%		
Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	
A	6,048	1	10,752	2	18,816	4	24,192	6
B	12,096	2	21,504	4	37,632	8	48,384	12
C	18,144	3	37,632	7	51,744	11	72,576	18
D	24,192	4	48,384	9	70,560	15	92,736	23
E	30,240	5	59,136	11	89,376	19	116,928	29
F	36,288	6	69,888	13	108,192	23	141,120	35
G	42,336	7	80,640	15	122,304	26	165,312	41
H	48,384	8	96,768	18	141,120	30	189,504	47
I	54,432	9	107,520	20	159,936	34	213,696	53
J	60,480	10	118,272	22	178,752	38	237,888	59

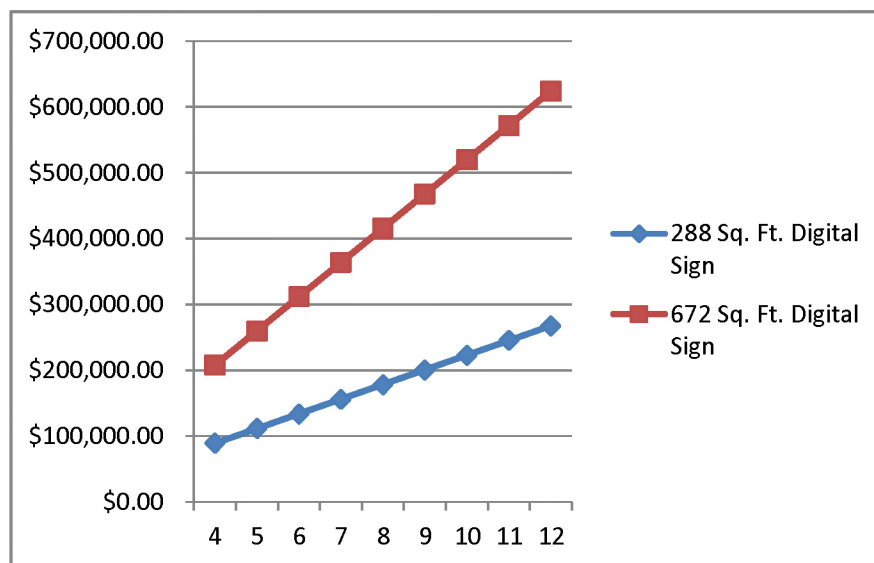
5:1 - 20%			4:1 - 15%		3:1 - 10%		2:1 - 5%	
	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs
A	23,520	7	18,816	7	12,096	6	5,376	4
B	47,040	14	34,944	13	24,192	12	12,096	9
C	70,560	21	53,760	20	36,288	18	17,472	13
D	94,080	28	69,888	26	46,368	23	24,192	18
E	117,600	35	88,704	33	58,464	29	29,568	22
F	141,120	42	107,520	40	70,560	35	34,944	26
G	164,640	49	123,648	46	82,656	41	41,664	31
H	188,160	56	142,464	53	94,752	47	47,040	35
I	211,680	63	158,592	59	106,848	53	53,760	40
J	235,200	70	177,408	66	118,944	59	59,136	44

*2,364,444 Sq. Ft. of Off-Site Signage in the City's Off-Site Sign Periodic Inspection Program (OSSPIP) database as of May 2016.

Average Annual Revenue per Square Foot of Signage* **\$77.37**

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$22,282.56
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$89,130.24
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$111,412.80
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$133,695.36
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$155,977.92
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$178,260.48
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$200,543.04
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$222,825.60
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$245,108.16
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$267,390.72

Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$51,992.64
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$207,970.56
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$259,963.20
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$311,955.84
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$363,948.48
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$415,941.12
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$467,933.76
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$519,926.40
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$571,919.04
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$623,911.68



*Average annual gross receipts over three years divided by square feet of signage in the OSSPIP database (rev. 05/16).

**288 sq. ft. off-site signage times \$77.37 per sq. ft.

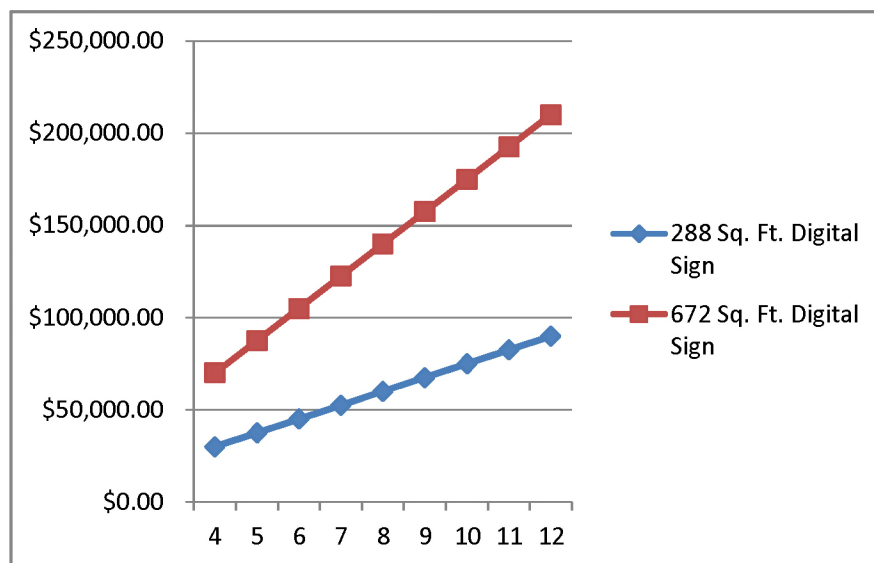
***672 sq. ft. off-site signage times \$77.37 per sq. ft.

Average Annual Revenue per Square Foot of Signage*

\$26.04

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$7,500.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$30,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$37,500.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$45,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$52,500.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$60,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$67,500.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$75,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$82,500.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$90,000.00

Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$17,500.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$70,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$87,500.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$105,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$122,500.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$140,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$157,500.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$175,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$192,500.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$210,000.00

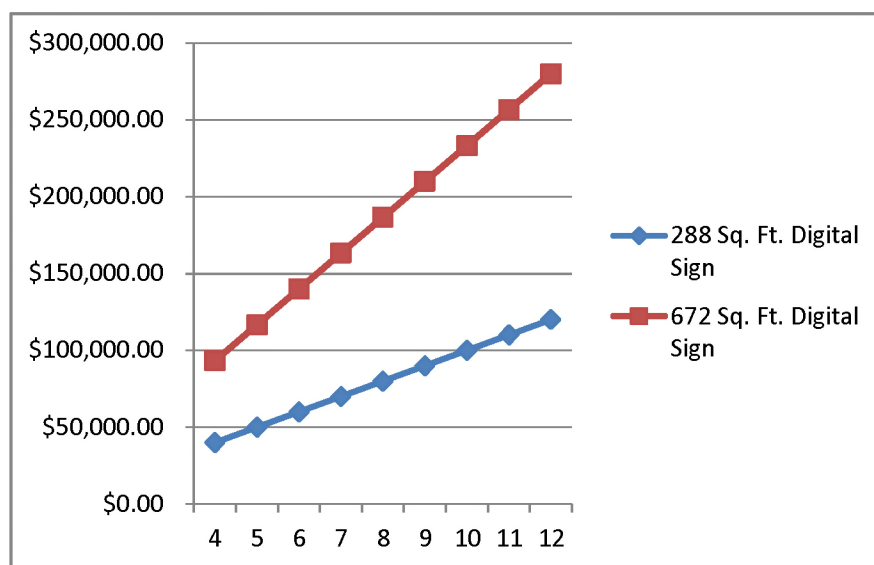


Average Annual Revenue per Square Foot of Signage*

\$34.72

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$10,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$40,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$50,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$60,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$70,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$80,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$90,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$100,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$110,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$120,000.00

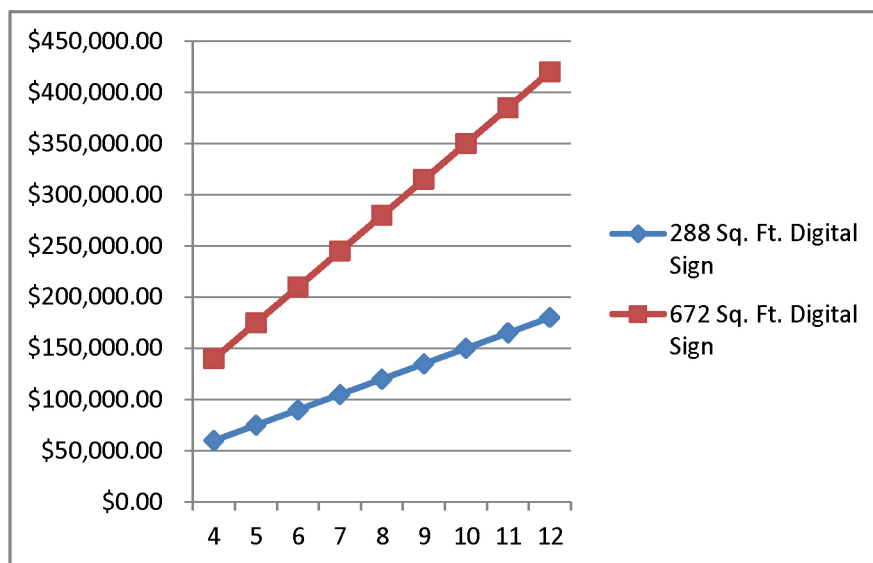
Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$23,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$93,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$116,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$140,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$163,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$186,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$210,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$233,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$256,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$280,000.00



Average Annual Revenue per Square Foot of Signage* **\$52.08**

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$15,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$60,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$75,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$90,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$105,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$120,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$135,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$150,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$165,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$180,000.00

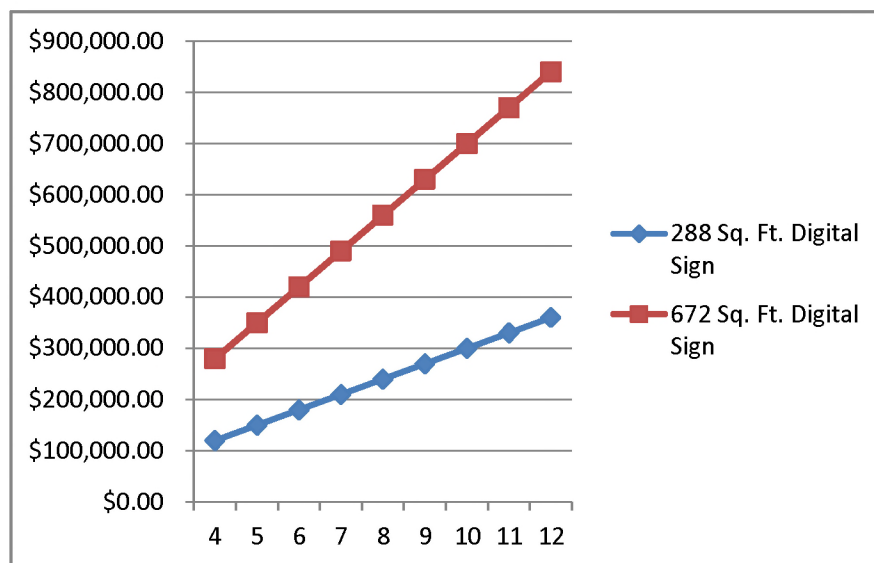
Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$35,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$140,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$175,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$210,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$245,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$280,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$315,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$350,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$385,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$420,000.00



Average Annual Revenue per Square Foot of Signage* **\$104.17**

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$30,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$120,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$150,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$180,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$210,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$240,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$270,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$300,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$330,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$360,000.00

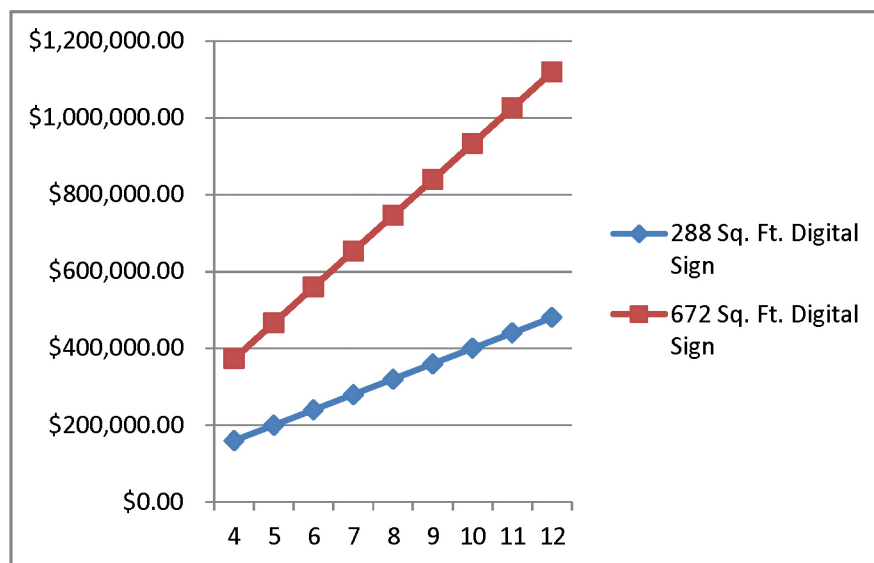
Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$70,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$280,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$350,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$420,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$490,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$560,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$630,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$700,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$770,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$840,000.00



Average Annual Revenue per Square Foot of Signage* **\$138.89**

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$40,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$160,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$200,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$240,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$280,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$320,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$360,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$400,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$440,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$480,000.00

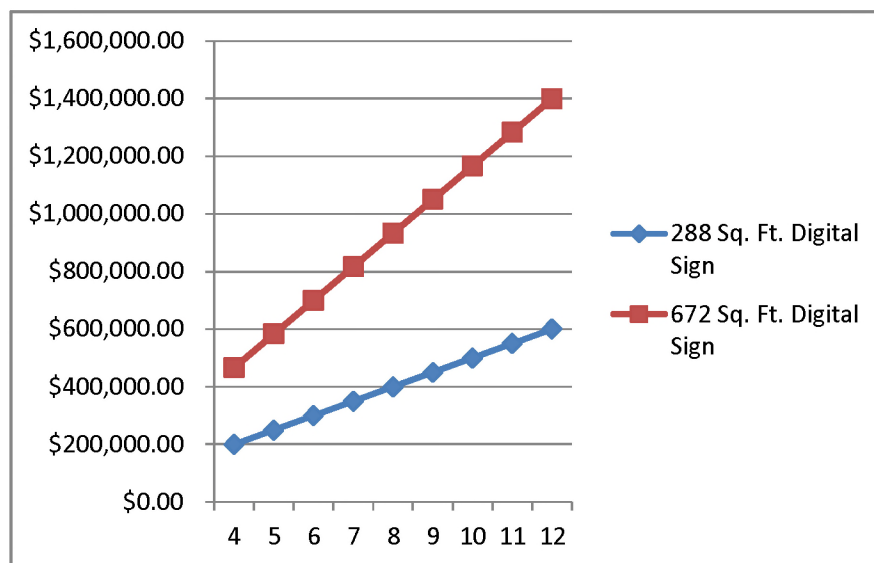
Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$93,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$373,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$466,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$560,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$653,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$746,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$840,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$933,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$1,026,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$1,120,000.00



Average Annual Revenue per Square Foot of Signage* **\$173.61**

Assumed Annual Revenue for a 288 sq. ft. Static Sign**	\$50,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 4)	\$200,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 5)	\$250,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 6)	\$300,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 7)	\$350,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 8)	\$400,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 9)	\$450,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 10)	\$500,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 11)	\$550,000.00
Assumed Revenue for a 288 sq. ft. Digital Sign (Multiplier of 12)	\$600,000.00

Assumed Annual Revenue for a 672 sq. ft. Static Sign***	\$116,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 4)	\$466,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 5)	\$583,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 6)	\$700,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 7)	\$816,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 8)	\$933,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 9)	\$1,050,000.00
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 10)	\$1,166,666.67
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 11)	\$1,283,333.33
Assumed Revenue for a 672 sq. ft. Digital Sign (Multiplier of 12)	\$1,400,000.00



Removal, Relocation, and Reconstruction Model

Digital is 400% More Profitable

Revenue Multiplier of 4	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 325,000	\$ 340,000	\$ 322,500	\$ 337,500	\$ 320,000	\$ 300,000	\$ 255,000	\$ 235,000

Removal, Relocation, and Reconstruction Model

Digital is 500% More Profitable

Revenue Multiplier of 5	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 365,000	\$ 380,000	\$ 362,500	\$ 377,500	\$ 360,000	\$ 340,000	\$ 295,000	\$ 275,000

Removal, Relocation, and Reconstruction Model

Digital is 600% More Profitable

Revenue Multiplier of 6	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 405,000	\$ 420,000	\$ 402,500	\$ 417,500	\$ 400,000	\$ 380,000	\$ 335,000	\$ 315,000

Removal, Relocation, and Reconstruction Model

Digital is 700% More Profitable

Revenue Multiplier of 7	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 445,000	\$ 460,000	\$ 442,500	\$ 457,500	\$ 440,000	\$ 420,000	\$ 375,000	\$ 355,000

Removal, Relocation, and Reconstruction Model

Digital is 800% More Profitable

Revenue Multiplier of 8	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 485,000	\$ 500,000	\$ 482,500	\$ 497,500	\$ 480,000	\$ 460,000	\$ 415,000	\$ 395,000

Removal, Relocation, and Reconstruction Model

Digital is 900% More Profitable

Revenue Multiplier of 9	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 525,000	\$ 540,000	\$ 522,500	\$ 537,500	\$ 520,000	\$ 500,000	\$ 455,000	\$ 435,000

Removal, Relocation, and Reconstruction Model

Digital is 1,000% More Profitable

Revenue Multiplier of 10	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 565,000	\$ 580,000	\$ 562,500	\$ 577,500	\$ 560,000	\$ 540,000	\$ 495,000	\$ 475,000

Removal, Relocation, and Reconstruction Model

Digital is 1,100% More Profitable

Revenue Multiplier of 11	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 440,000	\$ 440,000	\$ 440,000	\$ 440,000	\$ 440,000	\$ 440,000	\$ 440,000	\$ 440,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 605,000	\$ 620,000	\$ 602,500	\$ 617,500	\$ 600,000	\$ 580,000	\$ 535,000	\$ 515,000

Removal, Relocation, and Reconstruction Model

Digital is 1,200% More Profitable

Revenue Multiplier of 12	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 40,000	\$ 480,000	\$ 480,000	\$ 480,000	\$ 480,000	\$ 480,000	\$ 480,000	\$ 480,000	\$ 480,000
Sign B - Council District A	\$ 40,000		\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign C - Council District A	\$ 40,000				\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Sign D - Council District A	\$ 30,000						\$ 30,000	\$ 30,000	\$ 30,000
Sign E - Council District A	\$ 30,000								\$ 30,000
Sign F - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 7,500			\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign L - Council District B	\$ 5,000							\$ 5,000	\$ 5,000
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign P - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign Q - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign U - Council District C	\$ 7,500					\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Sign V - Council District C	\$ 5,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 370,000	\$ 645,000	\$ 660,000	\$ 642,500	\$ 657,500	\$ 640,000	\$ 620,000	\$ 575,000	\$ 555,000

Removal, Relocation, and Reconstruction Model

Digital is 400% More Profitable

Revenue Multiplier of 4	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 495,000	\$ 520,000	\$ 515,000	\$ 540,000	\$ 535,000	\$ 535,000	\$ 505,000	\$ 505,000

Removal, Relocation, and Reconstruction Model

Digital is 500% More Profitable

Revenue Multiplier of 5	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 545,000	\$ 570,000	\$ 565,000	\$ 590,000	\$ 585,000	\$ 585,000	\$ 555,000	\$ 555,000

Removal, Relocation, and Reconstruction Model

Digital is 600% More Profitable

Revenue Multiplier of 6	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 595,000	\$ 620,000	\$ 615,000	\$ 640,000	\$ 635,000	\$ 635,000	\$ 605,000	\$ 605,000

Removal, Relocation, and Reconstruction Model

Digital is 700% More Profitable

Revenue Multiplier of 7	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 645,000	\$ 670,000	\$ 665,000	\$ 690,000	\$ 685,000	\$ 685,000	\$ 655,000	\$ 655,000

Removal, Relocation, and Reconstruction Model

Digital is 800% More Profitable

Revenue Multiplier of 8	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 695,000	\$ 720,000	\$ 715,000	\$ 740,000	\$ 735,000	\$ 735,000	\$ 705,000	\$ 705,000

Removal, Relocation, and Reconstruction Model

Digital is 900% More Profitable

Revenue Multiplier of 9	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 745,000	\$ 770,000	\$ 765,000	\$ 790,000	\$ 785,000	\$ 785,000	\$ 755,000	\$ 755,000

Removal, Relocation, and Reconstruction Model

Digital is 1,000% More Profitable

Revenue Multiplier of 10	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 795,000	\$ 820,000	\$ 815,000	\$ 840,000	\$ 835,000	\$ 835,000	\$ 805,000	\$ 805,000

Removal, Relocation, and Reconstruction Model

Digital is 1,100% More Profitable

Revenue Multiplier of 11	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 550,000	\$ 550,000	\$ 550,000	\$ 550,000	\$ 550,000	\$ 550,000	\$ 550,000	\$ 550,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 845,000	\$ 870,000	\$ 865,000	\$ 890,000	\$ 885,000	\$ 885,000	\$ 855,000	\$ 855,000

Removal, Relocation, and Reconstruction Model

Digital is 1,200% More Profitable

Revenue Multiplier of 12	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 50,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000
Sign B - Council District A	\$ 50,000		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign C - Council District A	\$ 50,000				\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Sign D - Council District A	\$ 50,000						\$ 50,000	\$ 50,000	\$ 50,000
Sign E - Council District A	\$ 50,000								\$ 50,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign J - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign K - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign L - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign M - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign N - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign O - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign S - Council District C	\$ 20,000			\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign T - Council District C	\$ 20,000					\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign U - Council District C	\$ 20,000							\$ 20,000	\$ 20,000
Sign V - Council District C	\$ 20,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 625,000	\$ 895,000	\$ 920,000	\$ 915,000	\$ 940,000	\$ 935,000	\$ 935,000	\$ 905,000	\$ 905,000

Removal, Relocation, and Reconstruction Model

Digital is 400% More Profitable

Revenue Multiplier of 4	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 382,500	\$ 380,000	\$ 377,500	\$ 375,000	\$ 372,500	\$ 345,000	\$ 317,500	\$ 290,000

Removal, Relocation, and Reconstruction Model

Digital is 500% More Profitable

Revenue Multiplier of 5	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 112,500	\$ 112,500	\$ 112,500	\$ 112,500	\$ 112,500	\$ 112,500	\$ 112,500	\$ 112,500
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 405,000	\$ 402,500	\$ 400,000	\$ 397,500	\$ 395,000	\$ 367,500	\$ 340,000	\$ 312,500

Removal, Relocation, and Reconstruction Model

Digital is 600% More Profitable

Revenue Multiplier of 6	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 427,500	\$ 425,000	\$ 422,500	\$ 420,000	\$ 417,500	\$ 390,000	\$ 362,500	\$ 335,000

Removal, Relocation, and Reconstruction Model Digital is 700% More Profitable

Revenue Multiplier of 7	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 157,500	\$ 157,500	\$ 157,500	\$ 157,500	\$ 157,500	\$ 157,500	\$ 157,500	\$ 157,500
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	<u>\$ 495,000</u>	<u>\$ 450,000</u>	<u>\$ 447,500</u>	<u>\$ 445,000</u>	<u>\$ 442,500</u>	<u>\$ 440,000</u>	<u>\$ 412,500</u>	<u>\$ 385,000</u>	<u>\$ 357,500</u>

Removal, Relocation, and Reconstruction Model

Digital is 800% More Profitable

Revenue Multiplier of 8	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 472,500	\$ 470,000	\$ 467,500	\$ 465,000	\$ 462,500	\$ 435,000	\$ 407,500	\$ 380,000

Removal, Relocation, and Reconstruction Model

Digital is 900% More Profitable

Revenue Multiplier of 9	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 495,000	\$ 492,500	\$ 490,000	\$ 487,500	\$ 485,000	\$ 457,500	\$ 430,000	\$ 402,500

Removal, Relocation, and Reconstruction Model

Digital is 1,000% More Profitable

Revenue Multiplier of 10	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 517,500	\$ 515,000	\$ 512,500	\$ 510,000	\$ 507,500	\$ 480,000	\$ 452,500	\$ 425,000

Removal, Relocation, and Reconstruction Model

Digital is 1,100% More Profitable

Revenue Multiplier of 11	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 247,500	\$ 247,500	\$ 247,500	\$ 247,500	\$ 247,500	\$ 247,500	\$ 247,500	\$ 247,500
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 540,000	\$ 537,500	\$ 535,000	\$ 532,500	\$ 530,000	\$ 502,500	\$ 475,000	\$ 447,500

Removal, Relocation, and Reconstruction Model

Digital is 1,200% More Profitable

Revenue Multiplier of 12	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 22,500	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Sign B - Council District A	\$ 22,500		\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign C - Council District A	\$ 22,500				\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign D - Council District A	\$ 22,500						\$ 22,500	\$ 22,500	\$ 22,500
Sign E - Council District A	\$ 22,500								\$ 22,500
Sign F - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign G - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign H - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign I - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign J - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign K - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign L - Council District B	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign M - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign Q - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign R - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign S - Council District C	\$ 22,500			\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign T - Council District C	\$ 22,500					\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign U - Council District C	\$ 22,500							\$ 22,500	\$ 22,500
Sign V - Council District C	\$ 22,500								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 495,000	\$ 562,500	\$ 560,000	\$ 557,500	\$ 555,000	\$ 552,500	\$ 525,000	\$ 497,500	\$ 470,000

Removal, Relocation, and Reconstruction Model

Digital is 400% More Profitable

Revenue Multiplier of 4	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 274,500	\$ 274,500	\$ 257,500	\$ 257,500	\$ 240,500	\$ 210,500	\$ 168,000	\$ 133,000

Removal, Relocation, and Reconstruction Model

Digital is 500% More Profitable

Revenue Multiplier of 5	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 304,500	\$ 304,500	\$ 287,500	\$ 287,500	\$ 270,500	\$ 240,500	\$ 198,000	\$ 163,000

Removal, Relocation, and Reconstruction Model

Digital is 600% More Profitable

Revenue Multiplier of 6	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 334,500	\$ 334,500	\$ 317,500	\$ 317,500	\$ 300,500	\$ 270,500	\$ 228,000	\$ 193,000

Removal, Relocation, and Reconstruction Model

Digital is 700% More Profitable

Revenue Multiplier of 7	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 364,500	\$ 364,500	\$ 347,500	\$ 347,500	\$ 330,500	\$ 300,500	\$ 258,000	\$ 223,000

Removal, Relocation, and Reconstruction Model

Digital is 800% More Profitable

Revenue Multiplier of 8	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 394,500	\$ 394,500	\$ 377,500	\$ 377,500	\$ 360,500	\$ 330,500	\$ 288,000	\$ 253,000

Removal, Relocation, and Reconstruction Model

Digital is 900% More Profitable

Revenue Multiplier of 9	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 424,500	\$ 424,500	\$ 407,500	\$ 407,500	\$ 390,500	\$ 360,500	\$ 318,000	\$ 283,000

Removal, Relocation, and Reconstruction Model

Digital is 1,000% More Profitable

Revenue Multiplier of 10	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 454,500	\$ 454,500	\$ 437,500	\$ 437,500	\$ 420,500	\$ 390,500	\$ 348,000	\$ 313,000

Removal, Relocation, and Reconstruction Model

Digital is 1,100% More Profitable

Revenue Multiplier of 11	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 484,500	\$ 484,500	\$ 467,500	\$ 467,500	\$ 450,500	\$ 420,500	\$ 378,000	\$ 343,000

Removal, Relocation, and Reconstruction Model

Digital is 1,200% More Profitable

Revenue Multiplier of 12	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 30,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000
Sign B - Council District A	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign C - Council District A	\$ 25,000				\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign D - Council District A	\$ 20,000						\$ 20,000	\$ 20,000	\$ 20,000
Sign E - Council District A	\$ 15,000								\$ 15,000
Sign F - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign G - Council District B	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign H - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign I - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign J - Council District B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign K - Council District B	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Sign L - Council District B	\$ 7,500							\$ 7,500	\$ 7,500
Sign M - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign N - Council District C	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Sign O - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign P - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign Q - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign R - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign S - Council District C	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Sign T - Council District C	\$ 8,000			\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign U - Council District C	\$ 8,000					\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Sign V - Council District C	\$ 7,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 300,000	\$ 514,500	\$ 514,500	\$ 497,500	\$ 497,500	\$ 480,500	\$ 450,500	\$ 408,000	\$ 373,000

Removal, Relocation, and Reconstruction Model

Digital is 400% More Profitable

Revenue Multiplier of 4	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 112,000	\$ 112,000	\$ 112,000	\$ 112,000	\$ 112,000	\$ 112,000	\$ 112,000	\$ 112,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 392,000	\$ 395,000	\$ 388,000	\$ 390,500	\$ 383,500	\$ 361,000	\$ 328,500	\$ 303,500

Removal, Relocation, and Reconstruction Model

Digital is 500% More Profitable

Revenue Multiplier of 5	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 420,000	\$ 423,000	\$ 416,000	\$ 418,500	\$ 411,500	\$ 389,000	\$ 356,500	\$ 331,500

Removal, Relocation, and Reconstruction Model

Digital is 600% More Profitable

Revenue Multiplier of 6	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 168,000	\$ 168,000	\$ 168,000	\$ 168,000	\$ 168,000	\$ 168,000	\$ 168,000	\$ 168,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 448,000	\$ 451,000	\$ 444,000	\$ 446,500	\$ 439,500	\$ 417,000	\$ 384,500	\$ 359,500

Removal, Relocation, and Reconstruction Model

Digital is 700% More Profitable

Revenue Multiplier of 7	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 196,000	\$ 196,000	\$ 196,000	\$ 196,000	\$ 196,000	\$ 196,000	\$ 196,000	\$ 196,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 476,000	\$ 479,000	\$ 472,000	\$ 474,500	\$ 467,500	\$ 445,000	\$ 412,500	\$ 387,500

Removal, Relocation, and Reconstruction Model

Digital is 800% More Profitable

Revenue Multiplier of 8	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 224,000	\$ 224,000	\$ 224,000	\$ 224,000	\$ 224,000	\$ 224,000	\$ 224,000	\$ 224,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 504,000	\$ 507,000	\$ 500,000	\$ 502,500	\$ 495,500	\$ 473,000	\$ 440,500	\$ 415,500

Removal, Relocation, and Reconstruction Model

Digital is 900% More Profitable

Revenue Multiplier of 9	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 252,000	\$ 252,000	\$ 252,000	\$ 252,000	\$ 252,000	\$ 252,000	\$ 252,000	\$ 252,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 532,000	\$ 535,000	\$ 528,000	\$ 530,500	\$ 523,500	\$ 501,000	\$ 468,500	\$ 443,500

Removal, Relocation, and Reconstruction Model

Digital is 1,000% More Profitable

Revenue Multiplier of 10	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000	\$ 280,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 560,000	\$ 563,000	\$ 556,000	\$ 558,500	\$ 551,500	\$ 529,000	\$ 496,500	\$ 471,500

Removal, Relocation, and Reconstruction Model

Digital is 1,100% More Profitable

Revenue Multiplier of 11	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 308,000	\$ 308,000	\$ 308,000	\$ 308,000	\$ 308,000	\$ 308,000	\$ 308,000	\$ 308,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 588,000	\$ 591,000	\$ 584,000	\$ 586,500	\$ 579,500	\$ 557,000	\$ 524,500	\$ 499,500

Removal, Relocation, and Reconstruction Model

Digital is 1,200% More Profitable

Revenue Multiplier of 12	Current Annual Revenue	9:1	8:1	7:1	6:1	5:1	4:1	3:1	2:1
Sign A - Council District A	\$ 28,000	\$ 336,000	\$ 336,000	\$ 336,000	\$ 336,000	\$ 336,000	\$ 336,000	\$ 336,000	\$ 336,000
Sign B - Council District A	\$ 28,000		\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 28,000
Sign C - Council District A	\$ 27,500				\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500	\$ 27,500
Sign D - Council District A	\$ 27,500						\$ 27,500	\$ 27,500	\$ 27,500
Sign E - Council District A	\$ 25,000								\$ 25,000
Sign F - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign G - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign H - Council District B	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign I - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign J - Council District B	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign K - Council District B	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000	\$ 19,000
Sign L - Council District B	\$ 17,500							\$ 17,500	\$ 17,500
Sign M - Council District C	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Sign N - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign O - Council District C	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500	\$ 22,500
Sign P - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign Q - Council District C	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Sign R - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign S - Council District C	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign T - Council District C	\$ 18,000			\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign U - Council District C	\$ 18,000					\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Sign V - Council District C	\$ 17,000								
In-Lieu Payment	\$ -	\$ -	\$ (25,000)	\$ (50,000)	\$ (75,000)	\$ (100,000)	\$ (150,000)	\$ (200,000)	\$ (250,000)
	\$ 486,500	\$ 616,000	\$ 619,000	\$ 612,000	\$ 614,500	\$ 607,500	\$ 585,000	\$ 552,500	\$ 527,500

Removal, Relocation, and Reconstruction of 10% of Existing Signage
288 Sq. Ft. Model B

ATTACHMENT 7

TAKEDOWN RATIO 9:1 Greater of \$0 <u>or</u> 0% of Gross Revenue					TAKEDOWN RATIO 8:1 Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					TAKEDOWN RATIO 7:1 Greater of \$50,000 <u>or</u> 5% of Gross Revenue										
\$ -					\$ 107,140					\$ 385,722										
<u>CD Specific</u> <u>City</u> <u>Total</u>					<u>CD Specific</u> <u>City</u> <u>Total</u>					<u>CD Specific</u> <u>City</u> <u>Total</u>										
A	\$	-	\$	-	\$	-	A	\$	10,714	\$	96,426	\$	107,140	A	\$	38,572	\$	347,150	\$	385,722
B	\$	-	\$	-	\$	-	B	\$	26,785	\$	80,355	\$	107,140	B	\$	96,431	\$	289,292	\$	385,722
C	\$	-	\$	-	\$	-	C	\$	53,570	\$	53,570	\$	107,140	C	\$	192,861	\$	192,861	\$	385,722

TAKEDOWN RATIO 6:1 Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue					TAKEDOWN RATIO 5:1 Greater of \$100,000 <u>or</u> 10% of Gross Revenue					Revenue Split between Council District and City					
\$ 867,861					\$ 1,414,281					A	10%-90%				
<u>CD Specific</u> <u>City</u> <u>Total</u>					<u>CD Specific</u> <u>City</u> <u>Total</u>					B	25%-75%				
A	\$	86,786	\$	781,075	\$	867,861	A	\$	141,428	\$	1,272,853	\$	1,414,281	C	50%-50%
B	\$	216,965	\$	650,896	\$	867,861	B	\$	353,570	\$	1,060,711	\$	1,414,281		
C	\$	433,931	\$	433,931	\$	867,861	C	\$	707,141	\$	707,141	\$	1,414,281		

TAKEDOWN RATIO 4:1 Greater of \$150,000 <u>or</u> 20% of Gross Revenue					TAKEDOWN RATIO 3:1 Greater of \$200,000 <u>or</u> 30% of Gross Revenue					TAKEDOWN RATIO 2:1 Greater of \$250,000 <u>or</u> 40% of Gross Revenue										
\$ 1,992,866					\$ 2,314,278					\$ 2,250,003										
<u>CD Specific</u> <u>City</u> <u>Total</u>					<u>CD Specific</u> <u>City</u> <u>Total</u>					<u>CD Specific</u> <u>City</u> <u>Total</u>										
A	\$	199,287	\$	1,793,579	\$	1,992,866	A	\$	231,428	\$	2,082,850	\$	2,314,278	A	\$	225,000	\$	2,025,003	\$	2,250,003
B	\$	498,217	\$	1,494,650	\$	1,992,866	B	\$	578,570	\$	1,735,709	\$	2,314,278	B	\$	562,501	\$	1,687,502	\$	2,250,003
C	\$	996,433	\$	996,433	\$	1,992,866	C	\$	1,157,139	\$	1,157,139	\$	2,314,278	C	\$	1,125,002	\$	1,125,002	\$	2,250,003

TOTAL IN-LIEU		\$ 9,332,151
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Removal, Relocation, and Reconstruction of 20% of Existing Signage
288 Sq. Ft. Model D

ATTACHMENT 7

TAKEDOWN RATIO 9:1					TAKEDOWN RATIO 8:1					TAKEDOWN RATIO 7:1							
Greater of \$0 <u>or</u> 0% of Gross Revenue					Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					Greater of \$50,000 <u>or</u> 5% of Gross Revenue							
\$ -					\$ 224,994					\$ 750,015							
	<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$	-	\$	-	\$ -	A	\$ 22,499	\$ 202,495	\$ 224,994	A	\$ 75,002	\$ 675,014	\$ 750,015				
B	\$	-	\$	-	\$ -	B	\$ 56,249	\$ 168,746	\$ 224,994	B	\$ 187,504	\$ 562,511	\$ 750,015				
C	\$	-	\$	-	\$ -	C	\$ 112,497	\$ 112,497	\$ 224,994	C	\$ 375,008	\$ 375,008	\$ 750,015				

TAKEDOWN RATIO 6:1					TAKEDOWN RATIO 5:1				
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue					Greater of \$100,000 <u>or</u> 10% of Gross Revenue				
\$ 1,767,865					\$ 2,828,562				
<u>CD Specific</u>		<u>City</u>		<u>Total</u>	<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$ 176,787	\$ 1,591,079	\$ 1,767,865		A	\$ 282,856	\$ 2,545,706	\$ 2,828,562	
B	\$ 441,966	\$ 1,325,899	\$ 1,767,865		B	\$ 707,141	\$ 2,121,422	\$ 2,828,562	
C	\$ 883,933	\$ 883,933	\$ 1,767,865		C	\$ 1,414,281	\$ 1,414,281	\$ 2,828,562	

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 18,664,301

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1			
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue			
\$ 3,985,732				\$ 4,714,270				\$ 4,392,863			
	<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>
A	\$ 398,573	\$ 3,587,159	\$ 3,985,732	A	\$ 471,427	\$ 4,242,843	\$ 4,714,270	A	\$ 439,286	\$ 3,953,577	\$ 4,392,863
B	\$ 996,433	\$ 2,989,299	\$ 3,985,732	B	\$ 1,178,568	\$ 3,535,703	\$ 4,714,270	B	\$ 1,098,216	\$ 3,294,647	\$ 4,392,863
C	\$ 1,992,866	\$ 1,992,866	\$ 3,985,732	C	\$ 2,357,135	\$ 2,357,135	\$ 4,714,270	C	\$ 2,196,432	\$ 2,196,432	\$ 4,392,863

Removal, Relocation, and Reconstruction of 30% of Existing Signage
288 Sq. Ft. Model F

ATTACHMENT 7

TAKEDOWN RATIO 9:1					TAKEDOWN RATIO 8:1					TAKEDOWN RATIO 7:1							
Greater of \$0 <u>or</u> 0% of Gross Revenue					Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					Greater of \$50,000 <u>or</u> 5% of Gross Revenue							
\$ -					\$ 332,134					\$ 1,135,737							
	<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$	-	\$	-	\$ -	A	\$	33,213	\$	298,921	\$ 332,134	A	\$	113,574	\$	1,022,163	\$ 1,135,737
B	\$	-	\$	-	\$ -	B	\$	83,034	\$	249,101	\$ 332,134	B	\$	283,934	\$	851,803	\$ 1,135,737
C	\$	-	\$	-	\$ -	C	\$	166,067	\$	166,067	\$ 332,134	C	\$	567,869	\$	567,869	\$ 1,135,737

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1							
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue							
\$ 2,635,726				\$ 4,242,843							
<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>	
A	\$ 263,573	\$ 2,372,153	\$ 2,635,726	A	\$ 424,284	\$ 3,818,559	\$ 4,242,843				
B	\$ 658,932	\$ 1,976,795	\$ 2,635,726	B	\$ 1,060,711	\$ 3,182,132	\$ 4,242,843				
C	\$ 1,317,863	\$ 1,317,863	\$ 2,635,726	C	\$ 2,121,422	\$ 2,121,422	\$ 4,242,843				

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 27,932,166

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1			
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue			
\$ 5,914,312				\$ 7,028,548				\$ 6,642,866			
<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>	
A	\$ 591,431	\$ 5,322,881	\$ 5,914,312	A	\$ 702,855	\$ 6,325,693	\$ 7,028,548	A	\$ 664,287	\$ 5,978,579	\$ 6,642,866
B	\$ 1,478,578	\$ 4,435,734	\$ 5,914,312	B	\$ 1,757,137	\$ 5,271,411	\$ 7,028,548	B	\$ 1,660,717	\$ 4,982,150	\$ 6,642,866
C	\$ 2,957,156	\$ 2,957,156	\$ 5,914,312	C	\$ 3,514,274	\$ 3,514,274	\$ 7,028,548	C	\$ 3,321,433	\$ 3,321,433	\$ 6,642,866

Removal, Relocation, and Reconstruction of 40% of Existing Signage
288 Sq. Ft. Model H

ATTACHMENT 7

TAKEDOWN RATIO 9:1				
Greater of \$0 <u>or</u> 0% of Gross Revenue				
\$ -				
<u>CD Specific</u>		<u>City</u>	<u>Total</u>	
A	\$ -	\$ -	\$ -	
B	\$ -	\$ -	\$ -	
C	\$ -	\$ -	\$ -	

TAKEDOWN RATIO 8:1				
Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue				
\$ 439,274				
<u>CD Specific</u>		<u>City</u>	<u>Total</u>	
A	\$ 43,927	\$ 395,347	\$ 439,274	
B	\$ 109,819	\$ 329,456	\$ 439,274	
C	\$ 219,637	\$ 219,637	\$ 439,274	

TAKEDOWN RATIO 7:1				
Greater of \$50,000 <u>or</u> 5% of Gross Revenue				
\$ 1,500,030				
<u>CD Specific</u>		<u>City</u>	<u>Total</u>	
A	\$ 150,003	\$ 1,350,027	\$ 1,500,030	
B	\$ 375,008	\$ 1,125,023	\$ 1,500,030	
C	\$ 750,015	\$ 750,015	\$ 1,500,030	

TAKEDOWN RATIO 6:1					TAKEDOWN RATIO 5:1				
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue					Greater of \$100,000 <u>or</u> 10% of Gross Revenue				
\$ 3,503,587					\$ 5,614,267				
<u>CD Specific</u>		<u>City</u>		<u>Total</u>	<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$ 350,359	\$ 3,153,228	\$ 3,503,587		A	\$ 561,427	\$ 5,052,840	\$ 5,614,267	
B	\$ 875,897	\$ 2,627,690	\$ 3,503,587		B	\$ 1,403,567	\$ 4,210,700	\$ 5,614,267	
C	\$ 1,751,794	\$ 1,751,794	\$ 3,503,587		C	\$ 2,807,134	\$ 2,807,134	\$ 5,614,267	

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 37,092,888

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1						
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue						
\$ 7,907,178				\$ 9,342,826				\$ 8,785,726						
	<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>
A	\$	790,718	\$ 7,116,460	\$ 7,907,178	A	\$	934,283	\$ 8,408,543	\$ 9,342,826	A	\$	878,573	\$ 7,907,153	\$ 8,785,726
B	\$	1,976,795	\$ 5,930,384	\$ 7,907,178	B	\$	2,335,707	\$ 7,007,120	\$ 9,342,826	B	\$	2,196,432	\$ 6,589,295	\$ 8,785,726
C	\$	3,953,589	\$ 3,953,589	\$ 7,907,178	C	\$	4,671,413	\$ 4,671,413	\$ 9,342,826	C	\$	4,392,863	\$ 4,392,863	\$ 8,785,726

Removal, Relocation, and Reconstruction of 50% of Existing Signage
288 Sq. Ft. Model J

ATTACHMENT 7

TAKEDOWN RATIO 9:1					TAKEDOWN RATIO 8:1					TAKEDOWN RATIO 7:1				
Greater of \$0 <u>or</u> 0% of Gross Revenue					Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					Greater of \$50,000 <u>or</u> 5% of Gross Revenue				
\$ -					\$ 546,414					\$ 1,885,752				
CD Specific		City		Total	CD Specific		City		Total	CD Specific		City		Total
A	\$ -	\$ -	\$ -	\$ -	A	\$ 54,641	\$ 491,773	\$ 546,414	\$ 546,414	A	\$ 188,575	\$ 1,697,177	\$ 1,885,752	\$ 1,885,752
B	\$ -	\$ -	\$ -	\$ -	B	\$ 136,604	\$ 409,811	\$ 546,414	\$ 546,414	B	\$ 471,438	\$ 1,414,314	\$ 1,885,752	\$ 1,885,752
C	\$ -	\$ -	\$ -	\$ -	C	\$ 273,207	\$ 273,207	\$ 546,414	\$ 546,414	C	\$ 942,876	\$ 942,876	\$ 1,885,752	\$ 1,885,752

TAKEDOWN RATIO 6:1					TAKEDOWN RATIO 5:1				
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue					Greater of \$100,000 <u>or</u> 10% of Gross Revenue				
\$ 4,403,591					\$ 7,028,548				
CD Specific		City		Total	CD Specific		City		Total
A	\$ 440,359	\$ 3,963,232	\$ 4,403,591	\$ 4,403,591	A	\$ 702,855	\$ 6,325,693	\$ 7,028,548	\$ 7,028,548
B	\$ 1,100,898	\$ 3,302,693	\$ 4,403,591	\$ 4,403,591	B	\$ 1,757,137	\$ 5,271,411	\$ 7,028,548	\$ 7,028,548
C	\$ 2,201,796	\$ 2,201,796	\$ 4,403,591	\$ 4,403,591	C	\$ 3,514,274	\$ 3,514,274	\$ 7,028,548	\$ 7,028,548

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 46,542,896

TAKEDOWN RATIO 4:1					TAKEDOWN RATIO 3:1					TAKEDOWN RATIO 2:1				
Greater of \$150,000 <u>or</u> 20% of Gross Revenue					Greater of \$200,000 <u>or</u> 30% of Gross Revenue					Greater of \$250,000 <u>or</u> 40% of Gross Revenue				
\$ 9,900,044					\$ 11,742,818					\$ 11,035,729				
CD Specific		City		Total	CD Specific		City		Total	CD Specific		City		Total
A	\$ 990,004	\$ 8,910,040	\$ 9,900,044	\$ 9,900,044	A	\$ 1,174,282	\$ 10,568,536	\$ 11,742,818	\$ 11,742,818	A	\$ 1,103,573	\$ 9,932,156	\$ 11,035,729	\$ 11,035,729
B	\$ 2,475,011	\$ 7,425,033	\$ 9,900,044	\$ 9,900,044	B	\$ 2,935,705	\$ 8,807,114	\$ 11,742,818	\$ 11,742,818	B	\$ 2,758,932	\$ 8,276,797	\$ 11,035,729	\$ 11,035,729
C	\$ 4,950,022	\$ 4,950,022	\$ 9,900,044	\$ 9,900,044	C	\$ 5,871,409	\$ 5,871,409	\$ 11,742,818	\$ 11,742,818	C	\$ 5,517,865	\$ 5,517,865	\$ 11,035,729	\$ 11,035,729

Removal, Relocation, and Reconstruction of 10% of Existing Signage
672 Sq. Ft. Model B

ATTACHMENT 8

TAKEDOWN RATIO 9:1				
Greater of \$0 <u>or</u> 0% of Gross Revenue				
\$ -				
CD Specific	City	Total		
A	\$ -	\$ -	\$ -	
B	\$ -	\$ -	\$ -	
C	\$ -	\$ -	\$ -	

TAKEDOWN RATIO 8:1				
Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue				
\$ 100,000				
CD Specific	City	Total		
A	\$ 10,000	\$ 90,000	\$ 100,000	
B	\$ 25,000	\$ 75,000	\$ 100,000	
C	\$ 50,000	\$ 50,000	\$ 100,000	

TAKEDOWN RATIO 7:1				
Greater of \$50,000 <u>or</u> 5% of Gross Revenue				
\$ 400,000				
CD Specific	City	Total		
A	\$ 40,000	\$ 360,000	\$ 400,000	
B	\$ 100,000	\$ 300,000	\$ 400,000	
C	\$ 200,000	\$ 200,000	\$ 400,000	

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1					
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue					
\$ 900,000				\$ 1,400,000					
	<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>
A	\$ 90,000	\$ 810,000	\$ 900,000		A	\$ 140,000	\$ 1,260,000	\$ 1,400,000	
B	\$ 225,000	\$ 675,000	\$ 900,000		B	\$ 350,000	\$ 1,050,000	\$ 1,400,000	
C	\$ 450,000	\$ 450,000	\$ 900,000		C	\$ 700,000	\$ 700,000	\$ 1,400,000	

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 9,400,000

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1			
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue			
\$ 1,950,000				\$ 2,400,000				\$ 2,250,000			
	<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>
A	\$ 195,000	\$ 1,755,000	\$ 1,950,000	A	\$ 240,000	\$ 2,160,000	\$ 2,400,000	A	\$ 225,000	\$ 2,025,000	\$ 2,250,000
B	\$ 487,500	\$ 1,462,500	\$ 1,950,000	B	\$ 600,000	\$ 1,800,000	\$ 2,400,000	B	\$ 562,500	\$ 1,687,500	\$ 2,250,000
C	\$ 975,000	\$ 975,000	\$ 1,950,000	C	\$ 1,200,000	\$ 1,200,000	\$ 2,400,000	C	\$ 1,125,000	\$ 1,125,000	\$ 2,250,000

Removal, Relocation, and Reconstruction of 20% of Existing Signage
672 Sq. Ft. Model D

ATTACHMENT 8

TAKEDOWN RATIO 9:1				
Greater of \$0 <u>or</u> 0% of Gross Revenue				
\$ -				
CD Specific	City	Total		
A	\$ -	\$ -	\$ -	
B	\$ -	\$ -	\$ -	
C	\$ -	\$ -	\$ -	

TAKEDOWN RATIO 8:1				
Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue				
\$ 225,000				
CD Specific	City	Total		
A	\$ 22,500	\$ 202,500	\$ 225,000	
B	\$ 56,250	\$ 168,750	\$ 225,000	
C	\$ 112,500	\$ 112,500	\$ 225,000	

TAKEDOWN RATIO 7:1				
Greater of \$50,000 <u>or</u> 5% of Gross Revenue				
\$ 750,000				
CD Specific	City	Total		
A	\$ 75,000	\$ 675,000	\$ 750,000	
B	\$ 187,500	\$ 562,500	\$ 750,000	
C	\$ 375,000	\$ 375,000	\$ 750,000	

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1					
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue					
\$ 1,725,000				\$ 2,800,000					
	<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>
A	\$	172,500	\$ 1,552,500	\$ 1,725,000	A	\$	280,000	\$ 2,520,000	\$ 2,800,000
B	\$	431,250	\$ 1,293,750	\$ 1,725,000	B	\$	700,000	\$ 2,100,000	\$ 2,800,000
C	\$	862,500	\$ 862,500	\$ 1,725,000	C	\$	1,400,000	\$ 1,400,000	\$ 2,800,000

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 18,500,000

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1			
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue			
\$ 3,900,000				\$ 4,600,000				\$ 4,500,000			
	<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>
A	\$ 390,000	\$ 3,510,000	\$ 3,900,000	A	\$ 460,000	\$ 4,140,000	\$ 4,600,000	A	\$ 450,000	\$ 4,050,000	\$ 4,500,000
B	\$ 975,000	\$ 2,925,000	\$ 3,900,000	B	\$ 1,150,000	\$ 3,450,000	\$ 4,600,000	B	\$ 1,125,000	\$ 3,375,000	\$ 4,500,000
C	\$ 1,950,000	\$ 1,950,000	\$ 3,900,000	C	\$ 2,300,000	\$ 2,300,000	\$ 4,600,000	C	\$ 2,250,000	\$ 2,250,000	\$ 4,500,000

Removal, Relocation, and Reconstruction of 30% of Existing Signage
672 Sq. Ft. Model F

ATTACHMENT 8

TAKEDOWN RATIO 9:1					TAKEDOWN RATIO 8:1					TAKEDOWN RATIO 7:1							
Greater of \$0 <u>or</u> 0% of Gross Revenue					Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					Greater of \$50,000 <u>or</u> 5% of Gross Revenue							
\$ -					\$ 325,000					\$ 1,150,000							
	<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$	-	\$	-	\$ -	A	\$	32,500	\$	292,500	\$ 325,000	A	\$	115,000	\$	1,035,000	\$ 1,150,000
B	\$	-	\$	-	\$ -	B	\$	81,250	\$	243,750	\$ 325,000	B	\$	287,500	\$	862,500	\$ 1,150,000
C	\$	-	\$	-	\$ -	C	\$	162,500	\$	162,500	\$ 325,000	C	\$	575,000	\$	575,000	\$ 1,150,000

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1							
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue							
\$ 2,625,000				\$ 4,200,000							
<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>	
A	\$ 262,500	\$ 2,362,500	\$ 2,625,000	A	\$ 420,000	\$ 3,780,000	\$ 4,200,000				
B	\$ 656,250	\$ 1,968,750	\$ 2,625,000	B	\$ 1,050,000	\$ 3,150,000	\$ 4,200,000				
C	\$ 1,312,500	\$ 1,312,500	\$ 2,625,000	C	\$ 2,100,000	\$ 2,100,000	\$ 4,200,000				

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 27,800,000

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1			
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue			
\$ 6,000,000				\$ 7,000,000				\$ 6,500,000			
	<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>		<u>CD Specific</u>	<u>City</u>	<u>Total</u>
A	\$ 600,000	\$ 5,400,000	\$ 6,000,000	A	\$ 700,000	\$ 6,300,000	\$ 7,000,000	A	\$ 650,000	\$ 5,850,000	\$ 6,500,000
B	\$ 1,500,000	\$ 4,500,000	\$ 6,000,000	B	\$ 1,750,000	\$ 5,250,000	\$ 7,000,000	B	\$ 1,625,000	\$ 4,875,000	\$ 6,500,000
C	\$ 3,000,000	\$ 3,000,000	\$ 6,000,000	C	\$ 3,500,000	\$ 3,500,000	\$ 7,000,000	C	\$ 3,250,000	\$ 3,250,000	\$ 6,500,000

Removal, Relocation, and Reconstruction of 40% of Existing Signage
672 Sq. Ft. Model H

ATTACHMENT 8

TAKEDOWN RATIO 9:1				
Greater of \$0 <u>or</u> 0% of Gross Revenue				
\$ -				
<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$ -	\$ -	\$ -	\$ -
B	\$ -	\$ -	\$ -	\$ -
C	\$ -	\$ -	\$ -	\$ -

TAKEDOWN RATIO 8:1				
Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue				
\$ 450,000				
<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$ 45,000	\$ 405,000	\$ 450,000	\$ 450,000
B	\$ 112,500	\$ 337,500	\$ 450,000	\$ 450,000
C	\$ 225,000	\$ 225,000	\$ 450,000	\$ 450,000

TAKEDOWN RATIO 7:1				
Greater of \$50,000 <u>or</u> 5% of Gross Revenue				
\$ 1,500,000				
<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$ 150,000	\$ 1,350,000	\$ 1,500,000	\$ 1,500,000
B	\$ 375,000	\$ 1,125,000	\$ 1,500,000	\$ 1,500,000
C	\$ 750,000	\$ 750,000	\$ 1,500,000	\$ 1,500,000

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1							
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue							
\$ 3,525,000				\$ 5,600,000							
<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>	
A	\$ 352,500	\$ 3,172,500	\$ 3,525,000	A	\$ 560,000	\$ 5,040,000	\$ 5,600,000				
B	\$ 881,250	\$ 2,643,750	\$ 3,525,000	B	\$ 1,400,000	\$ 4,200,000	\$ 5,600,000				
C	\$ 1,762,500	\$ 1,762,500	\$ 3,525,000	C	\$ 2,800,000	\$ 2,800,000	\$ 5,600,000				

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 37,175,000

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1						
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue						
\$ 7,950,000				\$ 9,400,000				\$ 8,750,000						
	<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>
A	\$ 795,000	\$ 7,155,000	\$ 7,950,000		A	\$ 940,000	\$ 8,460,000	\$ 9,400,000		A	\$ 875,000	\$ 7,875,000	\$ 8,750,000	
B	\$ 1,987,500	\$ 5,962,500	\$ 7,950,000		B	\$ 2,350,000	\$ 7,050,000	\$ 9,400,000		B	\$ 2,187,500	\$ 6,562,500	\$ 8,750,000	
C	\$ 3,975,000	\$ 3,975,000	\$ 7,950,000		C	\$ 4,700,000	\$ 4,700,000	\$ 9,400,000		C	\$ 4,375,000	\$ 4,375,000	\$ 8,750,000	

Removal, Relocation, and Reconstruction of 50% of Existing Signage
672 Sq. Ft. Model J

ATTACHMENT 8

TAKEDOWN RATIO 9:1					TAKEDOWN RATIO 8:1					TAKEDOWN RATIO 7:1							
Greater of \$0 <u>or</u> 0% of Gross Revenue					Greater of \$25,000 <u>or</u> 2.5% of Gross Revenue					Greater of \$50,000 <u>or</u> 5% of Gross Revenue							
\$ -					\$ 550,000					\$ 1,900,000							
	<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>
A	\$	-	\$	-	\$ -	A	\$ 55,000	\$ 495,000	\$	550,000	A	\$ 190,000	\$ 1,710,000	\$	1,900,000		
B	\$	-	\$	-	\$ -	B	\$ 137,500	\$ 412,500	\$	550,000	B	\$ 475,000	\$ 1,425,000	\$	1,900,000		
C	\$	-	\$	-	\$ -	C	\$ 275,000	\$ 275,000	\$	550,000	C	\$ 950,000	\$ 950,000	\$	1,900,000		

TAKEDOWN RATIO 6:1				TAKEDOWN RATIO 5:1							
Greater of \$75,000 <u>or</u> 7.5% of Gross Revenue				Greater of \$100,000 <u>or</u> 10% of Gross Revenue							
\$ 4,425,000				\$ 7,000,000							
<u>CD Specific</u>		<u>City</u>		<u>Total</u>		<u>CD Specific</u>		<u>City</u>		<u>Total</u>	
A	\$ 442,500	\$ 3,982,500	\$ 4,425,000	A	\$ 700,000	\$ 6,300,000	\$ 7,000,000				
B	\$ 1,106,250	\$ 3,318,750	\$ 4,425,000	B	\$ 1,750,000	\$ 5,250,000	\$ 7,000,000				
C	\$ 2,212,500	\$ 2,212,500	\$ 4,425,000	C	\$ 3,500,000	\$ 3,500,000	\$ 7,000,000				

Revenue Split between Council District and City	
A	10%-90%
B	25%-75%
C	50%-50%

TOTAL IN-LIEU \$ 46,575,000

TAKEDOWN RATIO 4:1				TAKEDOWN RATIO 3:1				TAKEDOWN RATIO 2:1						
Greater of \$150,000 <u>or</u> 20% of Gross Revenue				Greater of \$200,000 <u>or</u> 30% of Gross Revenue				Greater of \$250,000 <u>or</u> 40% of Gross Revenue						
\$ 9,900,000				\$ 11,800,000				\$ 11,000,000						
	<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>		<u>CD Specific</u>		<u>City</u>	<u>Total</u>
A	\$ 990,000	\$ 8,910,000	\$ 9,900,000		A	\$ 1,180,000	\$ 10,620,000	\$ 11,800,000		A	\$ 1,100,000	\$ 9,900,000	\$ 11,000,000	
B	\$ 2,475,000	\$ 7,425,000	\$ 9,900,000		B	\$ 2,950,000	\$ 8,850,000	\$ 11,800,000		B	\$ 2,750,000	\$ 8,250,000	\$ 11,000,000	
C	\$ 4,950,000	\$ 4,950,000	\$ 9,900,000		C	\$ 5,900,000	\$ 5,900,000	\$ 11,800,000		C	\$ 5,500,000	\$ 5,500,000	\$ 11,000,000	

Potential Revenue Increase from Converting Static to Digital

Current Static Revenue	Potential Revenue Increase from Converting from Static to Digital								
	400%	500%	600%	700%	800%	900%	1000%	1100%	1200%
\$ 102,500	\$ 410,000	\$ 512,500	\$ 615,000	\$ 717,500	\$ 820,000	\$ 922,500	\$ 1,025,000	\$ 1,127,500	\$ 1,230,000
\$ 97,500	\$ 390,000	\$ 487,500	\$ 585,000	\$ 682,500	\$ 780,000	\$ 877,500	\$ 975,000	\$ 1,072,500	\$ 1,170,000
\$ 92,500	\$ 370,000	\$ 462,500	\$ 555,000	\$ 647,500	\$ 740,000	\$ 832,500	\$ 925,000	\$ 1,017,500	\$ 1,110,000
\$ 87,500	\$ 350,000	\$ 437,500	\$ 525,000	\$ 612,500	\$ 700,000	\$ 787,500	\$ 875,000	\$ 962,500	\$ 1,050,000
\$ 82,500	\$ 330,000	\$ 412,500	\$ 495,000	\$ 577,500	\$ 660,000	\$ 742,500	\$ 825,000	\$ 907,500	\$ 990,000
\$ 77,500	\$ 310,000	\$ 387,500	\$ 465,000	\$ 542,500	\$ 620,000	\$ 697,500	\$ 775,000	\$ 852,500	\$ 930,000
\$ 72,500	\$ 290,000	\$ 362,500	\$ 435,000	\$ 507,500	\$ 580,000	\$ 652,500	\$ 725,000	\$ 797,500	\$ 870,000
\$ 67,500	\$ 270,000	\$ 337,500	\$ 405,000	\$ 472,500	\$ 540,000	\$ 607,500	\$ 675,000	\$ 742,500	\$ 810,000
\$ 62,500	\$ 250,000	\$ 312,500	\$ 375,000	\$ 437,500	\$ 500,000	\$ 562,500	\$ 625,000	\$ 687,500	\$ 750,000
\$ 57,500	\$ 230,000	\$ 287,500	\$ 345,000	\$ 402,500	\$ 460,000	\$ 517,500	\$ 575,000	\$ 632,500	\$ 690,000
\$ 52,500	\$ 210,000	\$ 262,500	\$ 315,000	\$ 367,500	\$ 420,000	\$ 472,500	\$ 525,000	\$ 577,500	\$ 630,000
\$ 47,500	\$ 190,000	\$ 237,500	\$ 285,000	\$ 332,500	\$ 380,000	\$ 427,500	\$ 475,000	\$ 522,500	\$ 570,000
\$ 42,500	\$ 170,000	\$ 212,500	\$ 255,000	\$ 297,500	\$ 340,000	\$ 382,500	\$ 425,000	\$ 467,500	\$ 510,000
\$ 37,500	\$ 150,000	\$ 187,500	\$ 225,000	\$ 262,500	\$ 300,000	\$ 337,500	\$ 375,000	\$ 412,500	\$ 450,000
\$ 32,500	\$ 130,000	\$ 162,500	\$ 195,000	\$ 227,500	\$ 260,000	\$ 292,500	\$ 325,000	\$ 357,500	\$ 390,000
\$ 27,500	\$ 110,000	\$ 137,500	\$ 165,000	\$ 192,500	\$ 220,000	\$ 247,500	\$ 275,000	\$ 302,500	\$ 330,000
\$ 22,500	\$ 90,000	\$ 112,500	\$ 135,000	\$ 157,500	\$ 180,000	\$ 202,500	\$ 225,000	\$ 247,500	\$ 270,000
\$ 17,500	\$ 70,000	\$ 87,500	\$ 105,000	\$ 122,500	\$ 140,000	\$ 157,500	\$ 175,000	\$ 192,500	\$ 210,000
\$ 12,500	\$ 50,000	\$ 62,500	\$ 75,000	\$ 87,500	\$ 100,000	\$ 112,500	\$ 125,000	\$ 137,500	\$ 150,000
\$ 7,500	\$ 30,000	\$ 37,500	\$ 45,000	\$ 52,500	\$ 60,000	\$ 67,500	\$ 75,000	\$ 82,500	\$ 90,000

Note - Revenue in excess of \$1 million triggers the percentage of gross revenue in-lieu payment for the 8:1 ratio to the 5:1 ratio, revenue in excess of \$750,000 triggers the percentage of gross revenue in-lieu payment for the 4:1 ratio, revenue in excess of \$666,750 triggers the percentage of gross revenue in-lieu payment for the 3:1 ratio, and revenue in excess of \$625,000 triggers the percentage of gross revenue in-lieu payment for the 2:1 ratio.

California Cities That Allow Relocation Agreements

<u>City</u>	<u>Public Benefits (Sign Reduction)</u>	<u>Public Benefits (Services)</u>	<u>Public Benefits (Funding)</u>
Baldwin Park	X	X	X
Belmont	X	X	X
Beaumont	X	X	X
Berkeley	X	X	X
Buena Park	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Carson	X	X	X
Colfax	X	X	X
Corona	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Daly City	X	X	N/A
Eastvale	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Emeryville	X	N/A	X
Fontana	X	X	X
Garden Grove	Permitted	X	Individual Agreement information is not available
Hayward	X	X	N/A
Hesperia	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Inglewood	Permitted	X	X
Jurupa Valley	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Long Beach	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Los Angeles	X	X	N/A
Martinez	X	X	X
Montebello	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Newark	X	X	X
Oakland	X	X	X
Ontario	Permitted	X	Individual Agreement information is not available
Perris	X	X	N/A
Rancho Cucamonga	X	X	TBD
Rancho Cordova	X	X	X
Riverside County	X	N/A	X
Rocklin	X	X	X
Roseville	X	X	X
Sacramento (City)	X	N/A	X
San Bernardino	X	Individual Agreement information is not available	X
San Jose	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
San Francisco	X	N/A	X
Santa Clara	X	X	X
Vacaville	Permitted	Individual Agreement information is not available	Individual Agreement information is not available
Victorville	X	N/A	N/A