# Replacement Adverting Signs and Advertising Sign Bank

"Cap & Replace"

**Ordinance Explanation** 

**Extend Sunset Clause** 

Minor Process Amendments

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# What is an "Advertising Sign"?

# Advertising Sign = "Billboard"





There are two companies operating in the Madison area:

Adams Outdoor Advertising Lamar Advertising Company

#### MGO 31.112, Advertising Sign Bank and Replacement Advertising Signs

- Advertising Signs are prohibited, do not conform with the sign code
- Madison Ordinance does not allow moving or altering Advertising Signs, including for development/redevelopment
- Madison ordinance prohibits Advertising Signs on property containing dwelling units
- In 2015 the council approved the sign bank ordinance.
- This ordinance allows existing advertising sign "faces" to be banked
- Sign bank may be "spent" in zoning districts where advertising signs are identified as allowable under the ordinance (1 permit so far)
- This is completely voluntary, no requirements to negotiate removal of Advertising Signs

Ordinance became Effective June 24 2015 eight (8) year sunset clause (6/24/2023)

## WHY THIS ORDINANCE WAS ADOPTED?

- Advertising signs are often located on lots where redevelopment is planned/proposed
- Advertising sign companies have existing leases on property
- We are told that advertising sign companies do not want to lose their signage, have been unwilling to break leases, which can have a chilling effect on redevelopment opportunities
- This ordinance creates an opportunity for Advertising Sign owners and property owners to negotiate ending leases, to make way for redevelopment.

# WHAT ARE THE BENEFITS?

#### **Property owners and sign owners:**

- This ordinance removes a barrier to development when a sign owner will not agree to end lease / remove an existing billboard
- Square footage of the sign faces removed can be reconstructed as replacement billboard in certain areas of the City

#### **The City:**

- Redevelopment can proceed
- New tax base is created
- New dwelling units are added
- Existing signs are often removed from sensitive locations

# PENDING AMENDMENT

- Current ordinance will sunset June 2023.
  - Extends sunset 8 years, to July 1, 2031
  - Common Council can se how ordinance has worked, determine continuation or abandonment at that time
- Minor process-related changes/clarifications
  - Procedures for banking improved/clarified
- Non-applicable language
  - Delete 2-year Common Council appeal (2015-2017), was not triggered, not necessary

#### Example: 1313 Regent Street

#### Single-story Brewpub, 4-story mixed-use building, 47 apartments



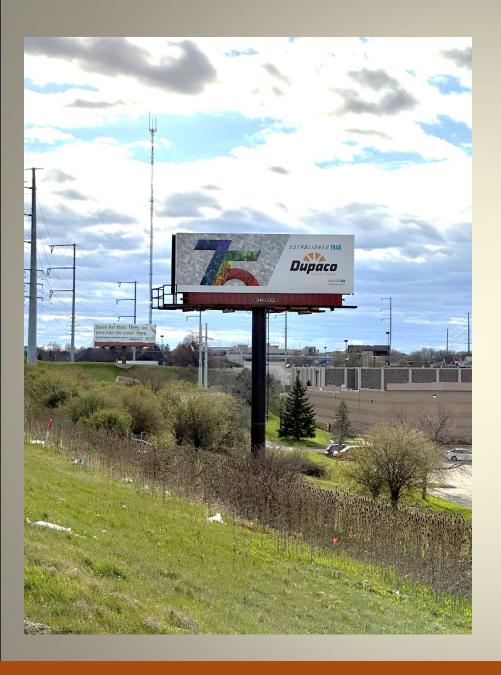


# Example: 2901 University Ave. (2023)

## Single story liquor store and apartments, 5-story mixed use building







Example: 66 West Towne Mall
Replacement Adverting Sign
installed Spring 2023
Banked Sign area from
2901 University Avenue

