

June 14, 2019

Brian H. Potts
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F.

**BY HAND DELIVERY
AND E-MAIL**

George Hank
City of Madison
Building Inspection Division
215 Martin Luther King Jr. Blvd.
P.O. Box 2984
Madison, WI 53701-2984

Urban Design Commission
City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

**Re: Appeal to the Urban Design Commission From Decision of Zoning Administrator
Regarding Request for Sign Credit and Advertising Sign Bank for Sign, Regarding 3737 E.
Washington Avenue Proposed Redevelopment**

Dear Mr. Hank:

The purpose of this letter is to inform the City of Madison Building Inspection Division and Urban Design Commission that Adams Outdoor Advertising (“Adams”) is hereby appealing to the Urban Design Commission the Zoning Administrator’s May 17, 2019 decision to deny Adams’ request for a sign credit and advertising sign bank for sign regarding the 3737 E. Washington Avenue Proposed Redevelopment.

On January 31, 2019, Adams initiated a process outlined in Madison General Ordinances (“MGO”) Section 31.112(2) to “bank” the square footage of the existing advertising sign at 3737 E. Washington Ave. (“the Sign”). On May 17, 2019, the Zoning Administrator for the City of Madison, Matt Tucker, denied Adams’ request to bank the square footage of the Sign.¹ The Zoning Administrator determined that the advertising sign permit for the site in question was

¹ See Aff. of Jason Saari [hereinafter, “Saari Aff.”], ¶ 10, Ex. D.

issued for a 10' tall by 20' wide sign in 1969, but that the current sign is 12' tall by 25' wide. The City's position is that because no sign permit had been obtained for a size increase as required by MGO Section 31.041(1)(b), the Sign is not a lawfully existing advertising sign and therefore it cannot be banked under MGO Sections 31.112(1), (4)(a), and (4)(f).

Adams disagrees with the Zoning Administrator's decision and hereby appeals for the following reasons:

1. There is a continuous record showing that the Sign has been a 12' by 25' poster since 1969. Therefore, the 1969 permit most likely contained a simple clerical error that, for reasons unknown, went uncorrected for 50 years;
 2. Even if the Sign was altered without a permit, the City is nonetheless estopped from claiming that the Sign has not been a lawfully existing advertising sign. This is because the City has failed to enforce the relevant portions of the Sign Control Ordinance for at least the past 30 years.
 3. In the alternative, because the City issued a permit for a 10' tall by 20' wide advertising sign in 1969, at the very least, that size poster is a lawfully existing non-conforming sign under MGO Sections 31.112(1), (4)(a), and (4)(f), and therefore, Adams should be allowed to bank the space for a 10' tall by 20' wide advertising sign under MGO Section 31.112(2).
- 1. The evidence shows that the advertising sign at 3737 E. Washington Ave. has been a standard size poster since 1969.**

The City issued an advertising sign permit for 3737 E. Washington Ave. to Adams' predecessor, Vivid Outdoor ("Vivid"), on January 28, 1969.² The 1969 permit was for a 10' tall by 20' wide advertising sign. However, at that time, the industry practice was to use standard, 12' by 25' posters. Therefore, it is unclear why Vivid would have requested a 10' by 20' permit in 1969. In fact, a continuous trail of evidence shows that, since 1969, the advertising sign at 3737 E. Washington Ave. has been a standard size poster. Moreover, 12' x 25' advertising signs were also an allowable size under City of Madison ordinances in 1969.

As early as July 15, 1969, the lease for the advertising sign at 3737 E. Washington Ave. between Vernon Ziegler (the lessor) and Hansen Outdoor Advertising ("Hansen", the company that acquired Vivid) was for two 25' signs.³ The 1969 permit notes that the permit was "to replace signs now next to Golden Ox" and the 1969 lease lists the two 25' signs, also in relation to the Golden Ox.⁴ Adams believes that the advertising sign permit the City issued was intended

² See Saari Aff., ¶ 5, Ex. A.

³ See Saari Aff., ¶ 6, Ex. B.

⁴ See Saari Aff., ¶ 5, Ex. A & ¶ 6, Ex. B.

for the 25' signs that were in fact erected in 1969 on the premises. However, due to what was most likely a clerical error that went undetected by Vivid of the City, the permit listed the smaller size for the Sign.⁵

Adams purchased Hansen in 1987, and the closing schedule associated with that transaction shows that the Sign has been in its current 12' by 25' size since at least that time.⁶ Specifically, the sign categories listed on the schedule include panels, bulletins, non-standard bulletins, and tri-visions. The Sign is labeled as "2 panels" on the closing schedule, indicating that it was a standard size poster (i.e., 12' by 25') in 1987. In addition, Craig Judd, Adams' Operations Manager, has been with Adams since 1989 and can testify that the Sign has been the current, 12' by 25,' size since at least 1989.⁷ See Affidavit of Craig Judd.

In sum, the industry practice in 1969 was to use standard size posters (i.e., 12' by 25') and not 10' by 20' posters. Moreover, there is a continuous record showing that the Sign has in fact been 12' by 25' since 1969. Accordingly, the 1969 permit most likely included a clerical error that went uncorrected for 50 years and should in fact have listed 12' by 25' instead of 10' by 20.'

2. Even if the sign was altered without a permit, the City has failed to act since 1969 and is therefore estopped from claiming that the Sign is not a lawfully existing advertising sign.

Even if the Sign has been altered since January 28, 1969, the evidence shows that at least since 1987, the Sign has been 12' by 25'. However, the City has not taken any enforcement action since then or notified Adams that the sign was unlawful. In 2017, Adams requested to modify the Sign, but the Zoning Administrator denied this request under MGO Section 31.05(2)(b).⁸ However, the Zoning Administrator did not find that the Sign was an unlawfully existing non-conforming sign. In fact, the Zoning Administrator characterized the sign as a "grandfathered sign" under MGO Sections 31.05(2) and 31.11(1).⁹

Any action in favor of the state must be commenced within 10 years after the cause of action accrues or else it must be barred.¹⁰ Because the City, as a political subdivision of the State of Wisconsin, has failed to enforce the Sign Control Ordinance's relevant portions for at least 30 years with respect to the Sign, the City cannot suddenly claim that the sign in question is not a

⁵ See Saari Aff., ¶ 5, Ex. A.

⁶ See Aff. of Craig Judd [hereinafter, "Judd Aff."], ¶ 5, Ex. B.

⁷ See Judd Aff., ¶ 4.

⁸ See Saari Aff., ¶ 8, Ex. C.

⁹ *Id.*

¹⁰ See Wis. Stat. § 893.87 (2017-18). In addition, actions to recover "a forfeiture or penalty imposed by any bylaw, ordinance, or regulation of any town, county, city or village" must be commenced within two years of the accrual of the cause of action or be barred. See Wis. Stat. § 893.93(2)(b).

lawfully existing non-conforming sign. In fact, as recently as 2017, the City acknowledged that the 3737 E. Washington Ave. sign is a lawfully existing non-conforming sign that is grandfathered under MGO Sections 31.05(2) and 31.11(1).¹¹ Existing advertising signs in place since November 1, 1983 may be continued as lawful non-conforming signs.¹² The Sign has been at least a standard size poster since 1969, and has been treated as a lawfully existing non-conforming sign since 1983.¹³ Because the City has treated the Sign as a lawfully existing non-conforming sign since at least 1983, the Sign should be continued to be treated as such and is eligible for banking under MGO 31.112.

- 3. Because the City issued a permit for a 10' tall by 20' wide advertising sign in 1969, at the very least, that size poster is a lawfully existing non-conforming sign under MGO Sections 31.112(1), (4)(a), and (4)(f), and therefore Adams should be allowed to bank it under Section 31.112(2).**

At the very least, it is undisputed that that a valid permit was issued for a 10' by 20' advertising sign on January 28, 1969.¹⁴ Under the 1969 permit, a 10' by 20' advertising sign should be grandfathered in as a lawfully existing non-conforming advertising sign and Adams should be allowed to bank that square footage under Sec. 31.112(2).

* * * * *

In light of the foregoing, Adams hereby appeals to the Urban Design Commission the May 17, 2019 decision of the Zoning Administrator to deny Adams' request for sign credit and advertising sign bank for 3737 E. Washington Ave.

Sincerely,



Brian H. Potts

cc: Jason Saari
Richard Zecchino, Esq.

¹¹ See Saari Aff., ¶ 8, Ex. C.

¹² See MGO Section 31.05(2)(b).

¹³ See Judd Aff., ¶ 4; ¶ 5, Ex. A.; ¶ 6, Ex. B.

¹⁴ See Saari Aff., ¶ 5, Ex. A.

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submission reviewed by _____
Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 3737 East Washington Avenue, Madison, WI 53704

Title: Request for Sign Credit and Advertising Sign Bank for Sign, Appeal

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested July 31, 2019

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify
Signage- Zoning Administrator Appeal

4. Applicant, Agent, and Property Owner Information

Applicant name Jason Saari
Street address 102 E. Badger Rd
Telephone 608-271-7900

Company Adams Outdoor Advertising
City/State/Zip Madison, WI 53713
Email jsaari@adamsoutdoor.com

Project contact person Same
Street address _____
Telephone _____

Company _____
City/State/Zip _____
Email _____

Property owner (if not applicant) Beck's Enterprises of Dane County
Street address 1810 Roth St.
Telephone 608-225-1329

City/State/Zip Madison, WI 53704
Email _____

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with N/A on N/A.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant N/A Relationship to property N/A

Authorizing signature of property owner _____ Date N/A

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

**AFFIDAVIT OF CRAIG JUDD IN SUPPORT OF
ADAMS OUTDOOR ADVERTISING LIMITED PARTNERSHIP'S
APPEAL TO THE URBAN DESIGN COMMISSION FOR A SIGN BANKING CREDIT
FOR 3737 E. WASHINGTON AVENUE**

Craig Judd declares as follows:

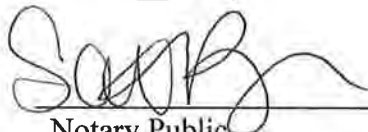
1. I have personal knowledge of the facts stated herein and, if called upon to do so, could and would testify competently thereto. I state that the following is true to the best of my knowledge and belief.
2. I am the Operations Manager for Adams Outdoor Advertising of Madison.
3. As Operations Manager, my responsibilities include construction and maintenance of Adams' outdoor advertising structures in the City of Madison. I have been a licensed sign erector under City of Madison ordinances since July, 1992.
4. I have served as an Operations Manager with Adams since 1989. Since that time, the sign erected at 3737 E. Washington has been the current 12'x 25' size.
5. Attached hereto as Exhibit A is a true and correct copy of a standard photo sheet showing that, in 2004 and in 2007, the sign at 3737 E. Washington Avenue was 12' x 25.'
6. Attached hereto as Exhibit B is a true and correct copy of the closing schedule for when Adams purchased Hansen in 1987, listing the 3737 E. Washington Avenue sign as "2 panels," which would have been a standard size poster (i.e., 12' by 25') at the time.

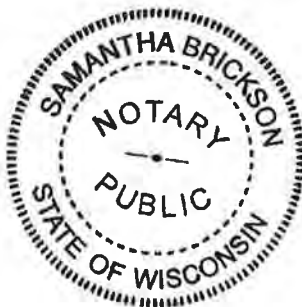
[The remainder of this page is intentionally left blank]

Executed on June 13, 2019

By: 
Craig Judd

Subscribed and sworn to before me
On this 13th day of June, 2019.


, Notary Public
My Commission expires: 02/16/21



Judd - Exhibit A



ADAMS OUTDOOR ADVERTISING-MADISON, WI
Standard Photo Sheet

3737 E Washington Ave 653 ft N/O US 51 ES

Media Type: Posters

Face Number: 0641A



Direction Facing: North-East

Circulation: 33700

Illuminated: 18

Unit Type: Back to Back

Height

Size: 12x25

Ops Loc Description 3725 E WASHINGTON AVE ES

Lessor Beck's Enterprises

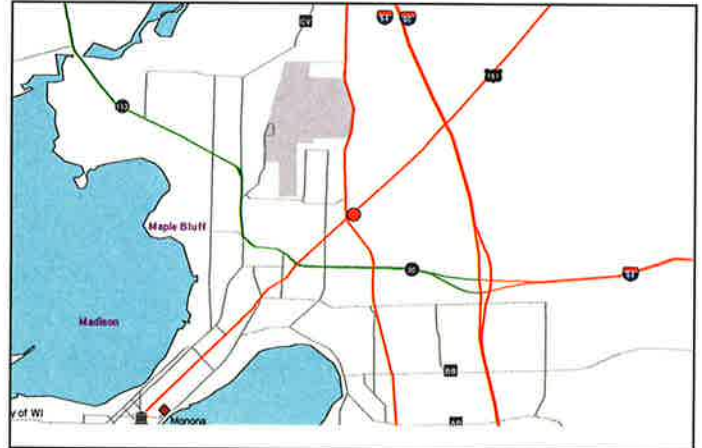
Lease Number 1549

Area: Madison East

County: Dane County

State: Wisconsin

ZipCode: 53704



Restrictions

Budget Bicycle Center

Line of Sight Faces

Number	Location	Face	Direction Facing	Media
Notes:				



ADAMS OUTDOOR ADVERTISING-MADISON, WI
Standard Photo Sheet

3737 E Washington Ave 653 ft N/O US 51 ES

Media Type: Posters

Face Number: 0641B



Direction Facing: South-West

Circulation: 33700

Illuminated: 18

Unit Type: Back to Back

Height

Size: 12x25

Ops Loc Description 3725 E WASHINGTON AVE ES

Lessor Beck's Enterprises

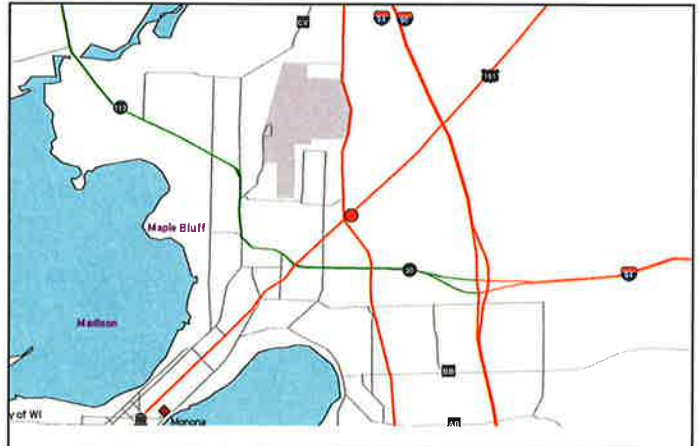
Lease Number 1549

Area: Madison East

County: Dane County

State: Wisconsin

ZipCode: 53704



Restrictions

Budget Bicycle Center

Line of Sight Faces

Number	Location	Face	Direction Facing	Media
Notes:				



Adams Outdoor Advertising - Madison, WI
Structure Survey Sheet

Loc Desc: **3737 E Washington Ave 653 ft N/O US 51 ES**

Structure #: 237

Images: 2

City: **Madison** County: **Dane County** State: **WI** Zip: **53704**

Longitude: -89.32255 Latitude: 43.11782

Other address: 3737 E WASHINGTON AVE

Lease #: 1549 Lessor Name: Beck's Enterprises of Dane County

Permit # & Description:

Face #	Face	Facing	Size	Media Type	Unit Type	Ill Hrs	DEC	Height	Face Images	Current Advertiser
P237-1A	1	NE	12' x 25'	Poster	Back to Back	18	45,080		1	Miller Brewing
		Face Type: <input type="checkbox"/> Metal <input type="checkbox"/> Wood			Trim Type: <input type="checkbox"/> FX6 <input type="checkbox"/> F300 <input type="checkbox"/> Slimline <input type="checkbox"/> None					
P237-1B	2	SW	12' x 25'	Poster	Back to Back	18	45,080		1	Oak Park Place
		Face Type: <input type="checkbox"/> Metal <input type="checkbox"/> Wood			Trim Type: <input type="checkbox"/> FX6 <input type="checkbox"/> F300 <input type="checkbox"/> Slimline <input type="checkbox"/> None					

2001 Net Revenue	14,390.05
2002 Net Revenue	15,619.22
2003 Net Revenue	25,817.58
2004 Net Revenue	24,707.58
2005 Net Revenue	20,069.16
2006 Net Revenue	
2007 Net Revenue	

Acquisition

Adams Owned Property (Y or N)

Barriers to Entry

Clock or Photocell Clock

Condition of Structure (A, B, C, or D) B

Conforming (Y or N) LNC

Craig's Descrip 3725 E WASHINGTON AVE
ES

Face Material Metal

HAGL 19'

Head Type (Center Mount, Flag, or Cantilever) n/a

Illumination Quantity 2

Illumination Type Halophane

Lane Count 6

Lease Type (% , F, C, or T)

Light Check

Maintenance Needed (Y or N)

Maintenance To Be Done

Meter Number 273084

Mile Marker

Municipality City of Madison

Number of Uprights 2

Oasis#

Old # P-064

Judd - Exhibit B

HANSEN ADVERTISING COMPANY OF MADISON
 PAINTED BULLETINS, POSTER PANELS & OTHER ADVERTISING STRUCTURES
 LEASE SUMMARY
 6/26/87

LOCATION	ADVERTISING DISPLAYS	LESSOR	EXP. DATE	RENEWAL OPTION	EXTENSIONS OR AMENDMENTS	LEASE #	RENTAL RATE	LESSOR CONSENT TO TRANSFER LEASE
1049 Williamson St.	1 Panel	William Walkington	6/30/87	None		1505	\$45/mo.	OK
Williamson s/w corner Ing.	1 Panel	" "	" "	" "		1505	Part of	OK
2038 Atwood Ave.	2 Panels	2000 Atwood Venture	8/31/91	None		1808	Above Lease 600/annual	OK
2071 Atwood Ave.	2 Panels	United Way Dane Co.	Yr-Yr	None		1723	400/annual	OK
2146 Atwood Ave.	1 Panel	1st Wisconsin Bank	10/31/87	3 Yr. Renewal		2043	225/annual	OK
2703 Milwaukee St.	2 Panels	Berwell Inc. (c/o Woodmans)	1/20/87	3 Yr. Extension		1519	500/annual	OK
3696 Milwaukee St.	2 Panels	Jeff Pool & Mike Casperson	5/31/96	Annual Increase		3032	700/annual	OK
753 E. Washington Ave.	2 Panels	Robert Cooper	11/30/87	None		1533	800/annual	OK
1006 E. Washington Ave.	1 Panel	Robert Arnold	8/19/89	3 Yr. Extension		1535	300/annual	OK
1108 E. Washington Ave.	2 Panels	American Exchange Bank	12/31/87	None		2093	600/annual	OK
1212 E. Washington Ave.	1 Panel	Key Merriman	10/31/87	Year to Year		1537	600/annual	OK
1214 E. Washington Ave.	1 Panel	" "	" "	None		1537	Part of	OK
1444 E. Washington Ave.	2 Panels	Mary Chandler	6/30/88	None		1861	Above Lease 1200/semi- annual	OK
2661 E. Washington Ave.	2 Panels	Madison Securities Unlimited	12/31/87	Month to Month		1543	408/mo.	OK
2661 E. Washington Ave.	1 Bulletin	" "	" "	" "		1543	Part of	OK
2909 E. Washington Ave.	2 Panels	R.B. Bussan	4/30/96	3 Yr. Extension		3023	Above Lease 800/annual	OK
3371 E. Washington Ave.	2 Panels	Sam Jacobsen	6/15/88	Year to Year		1951	265/annual	OK
3600 E. Washington Ave.	1 Panel	Oscar Klein	12/31/87	Year to Year		1905	250/annual	OK
U.S. 51 Jct. US 151 s/e corner	2 Panels	Oscar Klein	8/23/87	Year to Year		1906	750/annual	OK
U.S. 51 s/o US 151 Loc #1	2 Panels	Oscar Klein	" "	" "		1906	Part of	OK
3725 E. Washington Ave.	2 Panels	Lynn A. Goldade	6/30/89	None		1549	Above Lease 770/annual	OK
4150 E. Washington Ave.	2 Panels	Dwight Norman (Edith)	5/31/89	None		2014	60/mo.	OK
4791 E. Washington Ave.	2 Panels	Ray Zeier	6/30/87	Month to Month		1863	50/mo.	OK
E. Washington 1000' s/w I-90	1 Bulletin	" "	" "	" "		1863	Part of	OK
E. Washington 500' s/w I-90	1 Bulletin	" "	" "	" "		1834	Above Lease 50/mo.	OK
E. Washington 900' s/w I-90	2 Bulletins	" "	" "	" "		1724	50/mo.	OK

LOCATION	ADVERTISING DISPLAYS	LESSOR	EXP. DATE	RENEWAL OPTION	EXTENSIONS OR AMENDMENTS	LEASE #	RENTAL RATE	LESSOR CONSENT TO TRANSFER LEASE
1701 E. Johnson	2 Panels	Chicago Northwestern Railroad	4/1/90	None		2077	1000/annual	OK
1802 E. Johnson	2 Panels	"	" " "	" "		2078	1000/annual	OK
2100 E. Johnson	2 Panels	William Barranco	12/31/87	Year to Year		1531	180/annual	OK
1839 Commercial	2 Panels	Madison Gas & Electric	3/31/88	None		2076	510/annual	OK
1801 Commercial	2 Panels	Winston Network	9/30/87	Year to Year		2071	856/annual	OK
2300 Commercial	2 Panels	Robert Haney	7/24/87	Year to Year		1560	50/annual	OK
Aberg w/o Packers	2 Panels	Aberg Associates	8/31/87	Year to Year		1859	540/annual	OK
Sherman & Commercial	4 Panels	Oscar Meyer	12/31/87	Year to Year		1806	270/annual	OK
1001 N. Sherman	1 Panel	LeRoy Walsh	11/30/85	3 Year Extension		1937	400/annual	OK
1022 N. Sherman	1 Panel	Gary&Barbara Orth	10/31/87	Year to Year		1894	250/annual	OK
2121 Pennsylvania Ave.	2 Panels	Consolidated Freight	6/30/91	None		3036	2000/annual	OK
2210 Pennsylvania Ave.	4 Panels	Hooper Construction	12/31/89	Cost of Living Increase		1565	2173/annual	OK
2248 Pennsylvania Ave.	2 Panels	"	" " "	"		1565	Part of Above Lease	OK
2406 Packers Ave.	2 Panels	Richard Johnson	2/28/96	3 Year Extension		3027	800/annual	OK
2955 Packers Ave.	2 Panels	Executive Management	10/31/89	3 Year Extension		1893	450/annual	OK
1200 N. Sherman	4 Panels	James Taft	6/30/87	Month to Month		1558	117.16/mo.	OK
Hwy. 113,800' s/o River Rd.	2 Panels	Mike & Mark Gerhardt	2/28/89	None		2051	950/annual	OK
Hwy. 113,300' s/o River Rd.	2 Panels	"	" " "	" "		2051	Part of Above Lease	OK
Hwy. M w/o Wis. 113 Loc #1	2 Panels	Danco Prairie FS Coop	4/30/96	3 Year Extension		3025	700/annual	OK
Hwy. M w/o Wis. 113 Loc #2	2 Panels	Mike & Mark Gerhardt	7/30/89	3 Year Extension		2050	475/annual	OK
King & Wilson	2 Panels	Union Transfer & Storage	6/30/87	Month to Month		1679	92/mo.	OK
122 S. Blair	1 Panel	Robert Worm - Germania Property Mgmt.	5/30/91	None		1580	3060/annual	OK
506 E. Wilson	1 Bulletin	"	" " "	" "		1580	Part of Above Lease	OK
Wis. 30 East at Viaduct	2 Panels	Michael Gilomen	7/30/87	Year to Year		1555	610/annual	OK
Wis. 30 e/o US 51 Loc #1	2 Panels	Ben Food Stores of WI	6/14/88	Year to Year		2089	500/annual	OK
Wis. 30 e/o US 51 Loc #2	2 Panels	Harold Ziegler	3/31/89	3 Year Extension		1847	350/Quarterly	OK
Hwy. 30 2000' e/o Hwy. 51	1 Bulletin	Harold Ziegler & Calvin Ziegler	5/9/89	3 Year Extension		1523	675/Quarterly	OK
Hwy. 30 2500' e/o Hwy. 51	1 Bulletin	"	" " "	" "		1523	Part of Above Lease	OK
US 51 s/o US 12/18	4 Panels	NO LEASE	-----	-----		-----	-----	-----
4440 Buckeye Rd.	2 Panels	Chicago & Northwestern	3/31/90	None		2079	1000/annual	OK
Stoughton Rd. s/o Lakeview	2 Panels	Jean Manchester	6/13/88	3 Year Extension		1743	500/annual	OK
2138 S. Stoughton Rd.	2 Panels	"	" " "	" "		1743	Part of Above Lease	OK

<u>LOCATION</u>	<u>ADVERTISING DISPLAYS</u>	<u>LESSOR</u>	<u>EXP. DATE</u>	<u>RENEWAL OPTION</u>	<u>EXTENSIONS OR AMENDMENTS</u>	<u>LEASE #</u>	<u>RENTAL RATE</u>	<u>LESSOR CONSENT TO TRANSFER LEASE</u>
800 Cottage Grove Rd.	2 Panels	Chicago & Northwestern	3/31/90	None		2075	1000/annual	OK
US 51 s/o Wis. 30	2 Panels	Mautz Paint	6/14/88	Year to Year		2067	400/annual	OK
US 51 s/o US 151 Loc #2	2 Panels	Mary Ray	7/14/85	3 Year Extension		1528	25/mo.	OK
1518 N. Stoughton Rd.	2 Panels	Harold Lewis	8/31/96	3 Year Extension		3026	1500/annual	OK
1525 N. Stoughton Rd.	2 Panels	Stanley Otis	6/30/96	3 Year Extension		3022	800/annual	OK
1725 N. Stoughton Rd.	2 Panels	Anthony Wipperfurth	7/30/96	3 Year Extension Plus COLA		3034	800/annual	OK
US 51 s/o Rieder Rd. Loc #1	2 Panels	Dane County Airport	12/31/87	None		1854	800/annual	OK
US 51 s/o Rieder Rd. Loc #2	1 Panel	" "	" "	" "		1854	Part of Above Lease	OK
University & Franklin	3 Panels	John Early	1/31/91	3 Year Extension		1596	125/mo.	OK
2809 University	2 Panels	A & D Partnership	6/12/96	None		3033	1000/annual	OK
2909 University	2 Panels	Robert Ranguette	4/30/96	3 Year Extension-	COLA-1992	3017	1000/annual	OK
618 N. Whitney Way	2 Panels	L & G Properties	5/30/88	None		2068	700/annual	OK
Old Middleton e/o Whitney Way	2 Panels	Walnut Center Co.	6/30/87	Month to Month		3003	100/mo.	OK
5001 University	2 Bulletins	" "	" "	" "		3003	700/mo.	OK
2701 Monroe St.	1 Panel	John Walsh	10/31/87	None		1538	525/annual	OK
1409 Monroe St.	2 Panels	Stadium Bar	5/30/88	None		1837	500/annual	OK
1313 Regent	3 Panels	Foreign Car Spec.	7/3/90	None		1609	750/annual	OK
1330 Regent	2 Panels	Leo Krantz	3/31/92	None		1904	1200/annual	OK
534 Regent	1 Panel	University Foundation	7/31/87	Year to Year		1892	300/annual	OK
W. Washington & Regent	1 Panel	" "	" "	" "		1891	300/annual	OK
630 W. Washington	1 Panel	Louis Toppel	4/30/87	New Lease Pending		1954	350/annual	OK
635 W. Washington	2 Panels	Winston Network, Inc.	8/30/87	Year to Year		2052	850/annual	OK
612 W. Main	1 Panel	Delta Storage	5/14/88	Year to Year		1870	300/annual	OK
107 N. Park	1 Panel	University of WIS.	None	No Lease		2074	None	OK
105 N. Park	1 Panel	Winston Network Inc.	3/31/88	Year to Year		1616	452/annual	OK
602 S. Park	2 Panels	Jerry Lane	7/31/89	None		1618	75/mo.	OK
808 S. Park	1 Panel	Park Apartments	11/30/87	None		1620	200/mo.	OK
800 S. Park	1 Bulletin	" "	" "	" "		1620	Part of Above Lease	OK
834 S. Park	1 Panel	Carl Zahn	11/10/87	Year to Year		1622	300/annual	OK
918 S. Park	2 Panels	A.R.S. Rest., Inc.	1/31/89	3 Year Extension		1623	800/annual	OK
S. Park & Spruce	2 Panels	Rick Meier	9/9/88	3 Year Extension		1626	600/annual	OK
1309 S. Park	1 Panel	Mike DeFazio	8/14/96	None		3035	600/annual	OK
1423 S. Park	1 Panel	Andrew Kelly	6/30/88	None		2003	70/mo.	OK
1905 S. Park	3 Panels	Frank Rane	1/31/88	Year to Year		1718	900/annual	OK
2302 S. Park	2 Panels	American Property Mgt.	10/31/88	None		1866	200/mo.	OK
2342 S. Park	2 Panels	" "	" "	" "		1866	200/mo.	OK
US 14 s/o US 12/18 Loc #1	2 Panels	Security Self Storage	8/31/87	Year to Year		2057	500/annual	OK
US 14 s/o US 12/18 Loc #2 w/s	2 Panels	No Lease	None	None		None	None	No Lease
US 14 s/o US 12/18 Loc #3 e/s	2 Panels	S.L. Corporation	12/31/87	Year to Year		1641	50/mo.	OK
4508 W. Broadway	4 Panels	Robert H. Keller Co.	12/31/91	3 Year Extension-annual	10.00 Inc.	2096	165/mo.	OK

LOCATION	ADVERTISING DISPLAYS	LESSOR	EXP. DATE	RENEWAL		LEASE #	RENTAL RATE	LESSOR CONSENT TO TRANSFER LEASE
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1208 E. Broadway	2 Panels	Chief Auto Body	4/14/94	3 Year Extension		3008	800/annual	OK
909 E. Broadway	2 Panels	Tom Jameson	4/30/91	3 Year Extension		3009	1000/annual	OK
2200 W. Broadway	2 Panels	Joan Coats	3/1/88	3 Year Extension		2066	700/annual	OK
701 E. Olin	1 Panel	No Lease	None	None		None	None	No Lease
214 E. Badger Rd. at Beltline	2 Panels	Beverly Lynch	3/31/88	Year to Year		2027	300/annual	OK
102 E. Badger Rd.	2 Panels	Hansen Advertising Co.	-----	-----		None	None	None
102 E. Badger Rd.	2 Bulletins	"	"	-----		None	None	None
4513-15 W. Beltline	6 Panels	Harry Friedman	1/31/88	None		2004	262.50/mo.	OK
2210 Fish Hatchery	2 Panels	David Ballarine	2/28/91	3 Year Extension-Increase 20/yr.		1851	960/annual	OK
Nakoma Rd. e/o Raymond	1 Panel	State of WIS.	-----	No Current Lease		1898	None	No Lease
6130 McKee Rd.	2 Panels	Chicago Northwestern	-----	No Current Lease		2081	None	No Lease
US 18-151 at McKee Rd.	2 Panels	Weinstein-Minkoff Inv.	7/31/87	Year to Year		2041	216.75/annual	OK
Beltline e/o Gammon	2 Panels	John Brockman	7/31/87	Year to Year		1923	300/annual	OK
6250 W. Beltline w/o Gammon	2 Panels	Don Simon Realty	6/30/87	Month to Month		1603	125/mo.	OK
Beltline & Big Sky	2 Panels	Dohm Construction Co.	4/1/89	None		1604	800/annual	OK
US 12/18 1/2 mi. w/o I-90	2 Panels	Robert Neibus	11/31/91	3 Year Extension		1947	2100/annual	OK
Hwy. 12/18 500' w/o I-90	2 Bulletins	"	"	"		1947		
Hwy. 12/18 2500' e/o Hwy. 51	2 Bulletins	Alexander Li	9/30/94	No Ext.-Prepaid thru 9/30/89		1742	3000/annual	OK
Hwy. 12/18, 1/2 mi. w/o I-90	2 Bulletins	"	"	"		1742	Part of	OK
4951 E. Broadway	2 Bulletins	"	"	"		1742	Above Lease	OK
Hwy. 12/18, 3500' w/o I-90 n/s	1 Bulletin	No Lease	None	None		None	None	No Lease
4702 E. Broadway	2 Bulletins	Michael Fraboni	3/31/96	None-COLA 6th yr, prepaid thru 3/31/88		3019	225/mo.	OK
Sun Prairie, 200 E. Main	1 Panel	Jim Lund	6/30/91	None		1739	75/mo	OK
Sun Prairie, City 151 Loc.1&2	4 Panels	Paul Spahn	11/30/87	Year to Year		2059	800/annual	OK
Sun Prairie, 151 e/o Thompson	2 Panels	Bank of Sun Prairie	11/30/89	3 Year Extension		2047	500/annual	OK
Sun Prairie, 151 e/o Hoepker	2 Panels	Brooks Industrial Sales	6/30/88	3 Year Extension		1917	500/annual	OK
Sun Prairie, 151 e/o I-90 s/s#1	2 Panels	Lifestyle Mobil Homes	12/31/87	2 Year Extension		2098	275/annual	OK
Sun Prairie, 151 e/o I-90 s/s#2	1 Panel	Laurence & Adell Degenhardt	10/19/87	None		2007	130/annual	OK
Sun Prairie, 151 e/o I-90 s/s#3	2 Panels	George Hall Trust	11/30/96	3 Year Extension		1917A	500/annual	OK
Sun Prairie, 151 e/o I-90 N/S	2 Panels	Whitson Swift Homes	5/30/91	None- 100 annual increase		3037	1600/annual	OK
Cambridge, US 12 n/o Jct. PQ	2 Panels	Bob Calabrese	7/31/87	Year to Year		2054	Trade, 6 posters per year	OK
Deerfield, US 18/18 w/o Wis. 73	2 Panels	Eugene Stark	4/1/91	3 Year Extension		3002	500/annual	OK
McFarland, US 51 s/o Cty. TrkMN	2 Panels	Hannah Dale	4/30/88	Year to Year		1662	40/annual	OK
Stoughton, US 51 South s/s at Hillside	2 Panels	Greig Machine Inc.	12/31/87	Year to Year		2055	50/annual	OK
Stoughton, 401 E. Main	2 Panels	Robert Gilbert	5/31/88	3 Year Extension		2060	700/annual	OK
Stoughton, US 51 North n/o WI138	2 Panels	Dvorak Chevrolet	3/31/88	Year to Year		2056	250/annual	OK

LOCATIONS	ADVERTISING DISPLAYS	LESSOR	EXP. DATE	RENEWAL		LEASE #	RENTAL RATE	LESSOR CONSENT TO TRANSFER LEASE
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Middleton,US 12 n/o Middleton#1	2 Panels	Edward Murphy	11/10/87	Year to Year		1665	360/annual	OK
Middleton,US 12 n/o Middleton#2	2 Panels	" "	" "	" "		1665	Part of Above Lease	OK
Middleton,US 12 n/o Middleton#3	1 Panel	Mary Voss	10/31/88	None		1919	150/annual	OK
Middleton,US 14 3000'e/o Evergreen	2 Panels	George Icke	4/30/91	3 Year Extension		3015	1200/annual	OK
Middleton,US 14 1000'e/o Evergreen	1 Panel	" "	" "	" "		3015	Part of Above Lease	OK
Middleton,US 14 at Twin Valley Road Loc. #1	2 Panels	Madison Gas & Electric	3/31/91	5% Increase per year		2034	900/annual	OK
Middleton,US 14 at Twin Valley Road Loc. #2	2 Panels	" "	" "	" "		2034	Part of Above Lease	OK
Middleton, US 14 at Twin Valley Road Loc. #3	2 Panels	" "	" "	" "		2034	Part of Above Lease	OK
Cross Plains, 113 Main Street	1 Panel	Kalscheur Empl. Co.	2/28/89	3 Year Extension		3011	150/annual	OK
Cross Plains,US14 w/o City	2 Panels	Norbert Hillenbrand	1/31/89	None		3011	300/annual	OK
Verona, US 18/151 East	2 Panels	Tommy Thompson	6/18/87	Year to Year		1709	500/annual	OK
Verona, US 18/151 at Fitchrona	4 Panels	Co-Op Services, Inc.	9/24/87	Year to Year		1849	100/annual	OK
Oregon, US 14 WI.13 Loc #2	3 Panels	Robert Sweeney	9/30/89	None		2099	1000/annual	OK
Oregon US 14 WI. 13 s/o City #1	1 Panel	" "	" "	" "		2099	Part of Above Lease	OK
Oregon,US 14 WI. 13 n/o City	1 Panel	Clarence Johnson	3/31/88	Year to Year		1670	10/annual	OK
Belleville, Main & River	1 Panel	Maurice Short	10/31/87	Year to Year		2037	50/annual	OK
Mt. Horeb, 18/151 5 mi.e/o City	1 Panel	Edwin Offerdahl	3/24/88	Year to Year		1864	100/annual	OK
Mt. Horeb, 18/151 East	2 Panels	John Anderson	5/31/88	Year to Year		2083	200/annual	OK
Mt. Horeb, 18/151 Wis. 78 w/o City #1	1 Panel	Emery Fink	3/31/88	Year to Year		1666	75/annual	OK
Mt. Horeb, 18/151 Wis. 78 w/o City #2	1 Panel	" "	" "	" "		1666	Part of Above Lease	OK
Mt. Horeb,18/151 w/o City	2 Panels	Edwin Scott	6/1/88	Year to Year		2053	400/annual	OK
Blue Mounds,US18/151 e/o City	2 Panels	Donald Faber	12/31/87	Year to Year		2042	200/annual	OK
Blue Mounds,US18/151 w/o City	1 Panel	No Lease	None	None		1897	None	OK
Lodi, Wis. 113 n/o Co. J	2 Panels	Tim Kutz	4/30/88	None		1659	300/annual	OK
Lodi, Wis. 113 s/o Trk. MN	2 Panels	Wayne Brown	4/30/87	3 Year Extension		1658	150/annual	OK
DeForest,US 51 n/o Wis. 19	1 Panel	Charlie Presto	2/28/91	3 Year Extension		1948	300/annual	OK
North Leeds,US 51 Jct. WI 60	2 Panels	Henrietta Kleinert	6/26/87	Year to Year		1668	100/annual	OK
5900 W. Beltline	2 Bulletins	Smart Motors Inc.	7/15/87	Year to Year plus 16 Panels/yr.		2045	250/annual	OK
4313 W. Beltline	2 Bulletins	Nancy & Gordon Towne	10/14/84	COLA starts 1990		3012	200/mo.	OK
Beltline at Hammersly	2 Bulletins	Al Neigus	9/30/89	None		2069	150/mo.	OK
Beltline at Seminole Hwy.	2 Bulletins	A & F Leasing Co.	10/24/96	11/1/88-COLA		3013	200/mo.	OK
Beltline e/o Todd Dr. n/s e/f	1 Bulletin	Chicago Northwestern	8/14/87	8/15/87-1900/yr, 1989-2400/yr, & 1988-2200/yr.		2082	1600 annual	OK

<u>LOCATIONS</u>	<u>ADVERTISING DISPLAYS</u>	<u>LESSOR</u>	<u>EXP. DATE</u>	<u>RENEWAL OPTION</u>	<u>EXTENSIONS OR AMENDMENTS</u>	<u>LEASE #</u>	<u>RENTAL RATE</u>	<u>LESSOR CONSENT TO TRANSFER LEASE</u>
Beltline e/o Todd Dr. s/s	2 Bulletins	Chicago Northwestern	4/30/89	None		2080	1800/annual	OK
Beltline e/o Rimrock Rd.	2 Bulletins	State of Wisconsin	7/14/88	Year to Year		2070	1800/annual	OK
Stoughton Rd. n/o 12/18-Loc.1-3	6 Bulletins	1st Wisconsin Bank	4/30/94	COLA-4/30/89		3006	600/mo.	OK
Stoughton Rd. n/o Pflaum Rd.	2 Bulletins	Lee Jenks	4/20/91	3 Year Extension		2090	200/mo.	OK
Stoughton Rd. s/o Milwaukee St.	2 Bulletins	Ernest Nale	7/31/90	No Extension		2088	208.34/mo.	OK
3424 Atwood Avenue	2 Bulletins	Jon D. Ward	1/31/90	3 Year Extension		1738	225/mo.	OK
3428 Atwood Avenue	1 Bulletin	" "	" "	" "		1738	Part of Above Lease	OK
Hwy. 30 & Fair Oaks	2 Bulletins	Carl Heiser	1/31/92	No Extension		2097	225/mo.	OK
Hwy. 30 e/o E. Washington e/f	1 Bulletin	Lincoln Cont. Supply	7/19/84	3 Year Extension		1860	135/mo.	OK
E. Washington & Winnebago	1 Bulletin	Tim Connery	11/30/87	Year to Year		1804	1200/annual	OK
2620 E. Washington Ave.	2 Bulletins	Holmer Miller Family Trust	3/31/88	COLA increase each year		1720	3938.98/annual	OK
1291 N. Sherman	1 Bulletin	Northgate Partnership	7/15/87	Month to Month		1940	180/mo.	OK
Aberg w/o US 151 #1-2-3	6 Bulletins	Dane County Airport	5/31/86	Month to Month		2073	600/mo.	OK
706 Regent Street	1 Bulletin	Richard Rasmussen	3/31/88	3 Year Extension		1707	75/mo.	OK
1421 Regent	1 Bulletin	Brat & Brau	3/31/88	None		1685	150/mo.	OK
University at Gorham	1 Bulletin	S & A Corporation	3/31/89	3 Year Extension		1682	200/mo.	OK
Beltline w/o Todd Dr. e/f s/s	1 Bulletin	Virginia Sylvester	6/14/92	6/15/92-6/14/96	250/mo.	3028	200/mo.	OK
Beltline 1/2 mi. w/o Whitney e/f	1 Bulletin	Odana Joint Venture	5/31/96	6/1/91-\$3000, 6/1/94-\$3600		3031	2400/annual	OK
2809 W. Broadway	2 Bulletins	Fisca Oil Co.	8/31/89	3 Year Extension		3029	300/mo.	OK
1407 University Avenue	1 Tri-Vision	Joe Clementi	10/10/86	3 Year Extension		1869	130/mo.	OK
Hwy. 14 & 12 n/w corner Middleton	1 n/s Bulletin	Sylvester Zeigler	12/12/87	No Extension		1852	400/annual	OK
Hwy. 12/18 e/o I-90	2 n/s Bulletins	No Lease	None	None		None	No Lease	OK
408 W. Gorham	1 n/s Bulletin	Marcus McCoy	7/31/90	3 Years Extension		1887	480/annual	OK
Wis. Hwy. 69 n/o New Glarus	1 n/s Bulletin	Herbert Brende	8/7/87	Year to Year		1841	100/annual	OK
Hwy. 18 between Cobb & Edmund	1 n/s Bulletin	Adolf Kenbel	7/1/87	Year to Year		1883	30/annual	OK
US 151 5 mi. s/o Dodgeville	1 n/s Bulletin	Linda Dutton	3/31/88	Year to Year		1953	100/annual	OK

TOTAL PANELS 275
 TOTAL BULLETINS 70
 TRI-VISION 1
 TOTAL NON-STANDARD
 BULLETINS 7

**AFFIDAVIT OF JASON D. SAARI IN SUPPORT OF
ADAMS OUTDOOR ADVERTISING LIMITED PARTNERSHIP'S
APPEAL TO THE URBAN DESIGN COMMISSION FOR A SIGN BANKING CREDIT
FOR 3737 E. WASHINGTON AVENUE**

Jason D. Saari declares as follows:

1. I have personal knowledge of the facts stated herein and, if called upon to do so, could and would testify competently thereto. I state that the following is true to the best of my knowledge and belief.
2. I am the director of real estate for Adams Outdoor Advertising Limited Partnership ("Adams"). I have been employed in Adams' Madison office since June 20, 2005. Before holding my current position, I served as Adams' regional director of real estate (for approximately two years) and as the real estate manager for Adams for the Madison market (for approximately 10 years).
3. My current responsibilities include reviewing billboard lease agreements on behalf of Adams; assisting real estate managers in their discussions and negotiations in renewing existing billboard lease agreements; assisting real estate managers identify prospective locations for new billboard structures; and providing guidance on acquisition of structures.
4. Adams, through its predecessor Hanson Advertising Companies (formerly Vivid Outdoor Advertising) ("Hansen"), has leased two advertising signs at 3737 E. Washington Avenue since 1968.
5. On January 28, 1969, Vivid Outdoor Advertising received a sign permit from the Building Department from the City of Madison to erect a sign at 3737 E. Washington "next to the Golden Ox." The dimensions of the sign are noted as 20' by 10'. Attached as Exhibit A is a copy of the 1969 permit that was in the City's files.

6. On July 15, 1969, Hansen entered into a lease with Vernon Ziegler for the erection of two 25' signs at the 3737 E. Washington Avenue. Attached as Exhibit B is a true and correct copy of the 1969 lease between Mr. Ziegler and Hansen.

7. On or about April 24, 2017, Adams submitted 26 permit applications to the City of Madison to perform various actions with respect to some of its billboards in the City. Among these applications was an application to raise the structure of, and install a digital face on, the advertising sign located at 3737 E. Washington.

8. On June 26, 2017, the Zoning Administrator denied Adams' April 24, 2017 permit application for the advertising sign located at 3737 E. Washington. Attached as Exhibit C is a true and correct copy of the denial.

9. On January 31, 2019, pursuant to Section 31.112(2) of the Madison General Ordinances, Adams submitted a request for an advertising sign credit for its advertising sign located at 3737 E. Washington Avenue.

10. On May 17, 2019, City of Madison Zoning Administrator Matthew Tucker denied Adams' January 31, 2019 request for an advertising sign credit for its advertising sign located at 3737 E. Washington Avenue. Attached as Exhibit D is a true and correct copy of the Zoning Administrator's Final Letter containing the denial.

[The remainder of this page is intentionally left blank]

Executed on June __, 2019

By: Jason D. Saari
Jason D. Saari

Subscribed and sworn to before me
On this 13th day of June, 2019.

Saari

, Notary Public
My Commission expires: 02/16/21



Saari - Exhibit A



3725 East Washington Avenue
Panel 1B



3725 East Washington Avenue
Panel 1A

Voucher No. 3135 ✓

APPLICATION FOR

Permit No. _____

Tag No. C-644

RECEIVED
DEC 13 1968

Sign or Signboard Permit

Madison, Wis., ¹⁻²⁸⁻⁶⁹ ~~12-13~~ 1968

BUILDING DEPARTMENT
CITY OF MADISON
In consideration of the issue and delivery to me by the Building Commissioner of a permit to construct, locate and maintain a signboard, I hereby agree to construct, locate and maintain such board in strict compliance with all Ordinances and Departmental rules relative to same as hereinafter indicated.

OWNER VIVID OUTDOOR ADDRESS 102 E. BADGER RD

LOCATION OF SIGN ALONG E. LINE OF 3737 E. WASHINGTON ZONE S-3711-C-2

CONTRACTOR _____

TYPE OF SIGN GROUND SIGN

Horizontal Dimensions of Sign 2.0 ft. Vertical Dimensions of Sign 1.0 ft.

HOW PLACED: Extended over public property _____ Extended from wall over private property _____ Flat on wall _____ or _____ place on roof. Distance from sidewalk grade 30' ft.

Distance from roof to lower edge of sign _____ ft.

Remarks: TO REPLACE SIGNS NOW NEXT TO GOLDEN OX

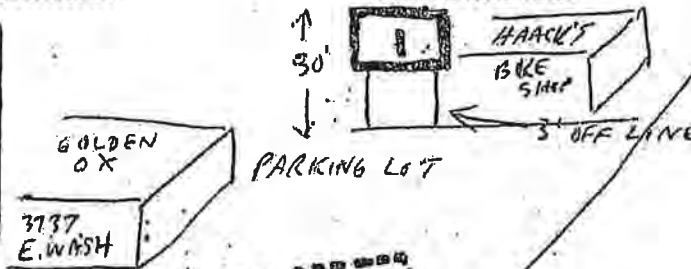
VERN ZIEGLER Owner VIVID OUTDOOR ADV Agent

SYCAMORE AVE Address 102 E. BADGER RD Address

Veron Cox Agent

Servant

APPROVED
Date 12-16-68 RLK
Building Inspection Superintendent
MADISON WISCONSIN



approved traffic sign

— NEW LOCATION
--- OLD LOCATION

Voucher No. 3135-1

APPLICATION FOR

Permit No. _____

Tag No. C-647

RECEIVED
DEC 13 1968

Sign or Signboard Permit

1-29-69

Madison, Wis. 12/13/1968

I hereby agree to the issue and delivery to me by the Building Commissioner of a permit to construct, locate, erect and maintain a signboard, I hereby agree to construct, locate and maintain such board in strict compliance with all Ordinances and Departmental rules relative to same as hereinafter indicated.

OWNER VIVID ADDRESS 102 E. BADGER RD.

LOCATION OF SIGN ALONG W. LINE OF 3737 E. WASHINGTON ZONE SEC-2

CONTRACTOR _____

TYPE OF SIGN GROUND SIGN

Horizontal Dimensions of Sign 20 ft. Vertical Dimensions of Sign 10 ft.

HOW PLACED: Extended over public property _____ Extended from wall over private property _____

Flat on wall _____ or _____ place on roof. Distance from sidewalk grade 30' ft.

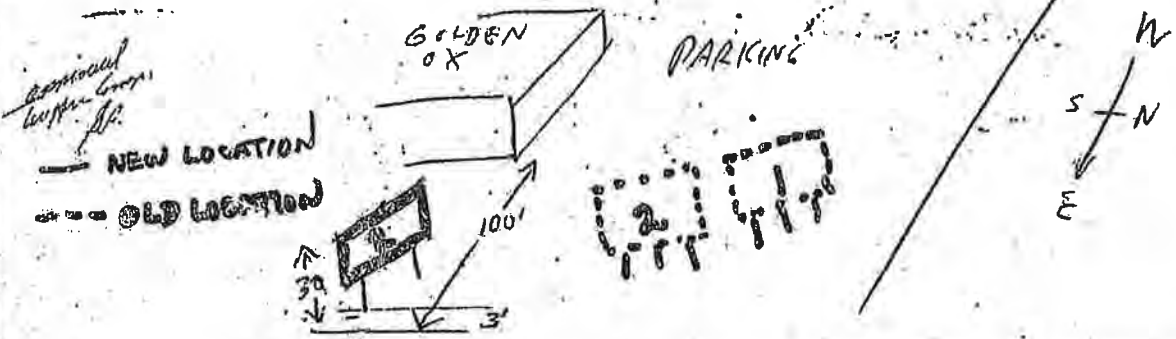
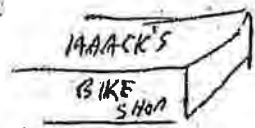
Distance from roof to lower edge of sign _____ ft.

Remarks: TO REPLACE SIGNS NOW NEXT TO GOLDEN OX

VERN ZIEGLER Owner Verdon Cox Agent
VIVID OUTDOOR ADV Servant

SYCAMORE AVE Address 102 E. BADGER RD. Address

APPROVED
Date 12-16-68 PCH
Building Inspection Superintendent
MADISON WISCONSIN



3737 E Wash. also listed as 3725

actual address 3729 (Willy Bikerworks)

listed on 1989 survey poster / 2 face / illuminated

Saari - Exhibit B



ADVERTISING COMPANIES
DIVISION OF DELTA OIL PRODUCTS CORP.

Formerly VIVID Outdoor Advertising

Telephone 256-3195

102 East Badger Road

Box 4343

Madison, Wisconsin 53711

LEASE NO. 1549

AGREEMENT of lease made this 15th day of July, 19 69, by and between Vernon Ziegler as Lessor and

HANSEN ADVERTISING COMPANIES, as Lessee, WITNESSETH:

The Lessor does hereby lease and demise to the Lessee, the entire plot or premises described as follows:

3729 East Washington Avenue

(1) 25 ft. sign east of the Golden Ox

(2) 25 ft. signs west of the Golden Ox

for the term of three years, beginning on the 3rd day of July in the city of Madison, 19 69, and ending on the 2nd day of July, 19 72, at the yearly rental of THREE HUNDRED AND NO/100 DOLLARS (\$ 300.00) payable in equal annual installments at the office of the Lessee

with the right to the Lessee to extend this lease from year to year upon the same terms and conditions, it being understood that this lease shall automatically renew itself from year to year after the term hereof, the total of such extensions not to exceed 3 years.

The Lessee shall have the right to erect, place and maintain advertising sign structures and equipment therefor on the demised premises and post, paint, illuminate and maintain advertisements on such structures, and may use the demised premises for storage purposes. All structures, equipment and materials placed upon the said premises by the Lessee shall always remain the personal property of, and may be removed by the Lessee at any time prior to or within a reasonable time after the expiration of the term hereof or any extension thereof.

If at any time (a) the signs or structures of the Lessee on the demised premises shall be or become entirely or partially obscured or destroyed; or (b) there be a temporary or permanent diversion of traffic from the street or streets adjacent to, or leading to or past, the said premises, or a change in the direction of traffic on such street or streets; or (c) the Lessee be unable to obtain from the authorities having jurisdiction any necessary permit for the erection or maintenance of such sign or signs (of special or standard size, design and construction) as the Lessee may desire to construct or maintain for the purpose of its business; or (d) the Lessee be prevented by any present or future law or ordinance, or by the authorities having jurisdiction, from constructing or maintaining on said premises such signs (of special or standard size, design and construction), as the Lessee may so desire to construct or maintain - then and in such event, at the option of the Lessee, this lease shall terminate on fifteen (15) days' notice in writing to the Lessor, by registered mail addressed to him at his address shown below, or such other address as the Lessor may hereafter in writing specify, and the Lessor agrees thereupon to return to the Lessee any rent paid in advance for the unexpired term; provided, however, that if the conditions described in (a), (b), (c) and (d) hereof, or any of them, shall at any time temporarily exist, then the Lessee shall at its option, in lieu of such termination of this lease, be entitled to an abatement of the rent payable hereunder, for and during the period of the existence of such conditions, or any of them, and to the return of any rent paid in advance for the period of such abatement.

The Lessor represents and warrants that he is the owner of the premises above described and has authority to make this lease and covenants that he will not permit any adjoining premises, owned, or controlled by him, to be used for advertising purposes or permit Lessee's signs to be obstructed.

It is expressly understood that neither the Lessor nor the Lessee is bound by any stipulations, representations or agreements not printed or written in this lease. This lease shall inure to the benefit of and be binding upon the personal representatives, successors and assigns of the parties hereto.

Hansen Advertising Companies agrees to remove signs on thirty days notice in writing, and refund of unearned prepaid rental in event property is built on, leased for purposes other than advertising, or sold except under condemnation.

LESSOR Vernon Ziegler (L. S.)
Address _____

By Vernon Cox V. Pres

(where checks should be mailed)

4301 Sycamore Ave. Madison

Saari - Exhibit C



Department of Planning & Community & Economic Development

Building Inspection Division

126 S. Hamilton St.
P.O. Box 2984
Madison, Wisconsin 53701-2984
Phone: (608) 266-4551
Fax (608) 266-6377
www.cityofmadison.com

June 26, 2017

Mr. Ryon Savasta
Adams Outdoor Advertising
102 E. Badger Rd.
Madison WI 53713

Subject: Permit request for advertising Sign Modification, 3737 E. Washington Avenue,
Permit No: ZONGSN-2017-00313

Mr. Savasta:

You have requested a permit to remove and reconstruct a new sign at a similar location to an existing advertising sign. The changes requested to the sign would increase the height of the sign and add "digital image" technology.

As you know, advertising signs have been prohibited in the City since 1990 and treated as "grandfathered signs" under ss. 31.05(2) and 31.11(1), Madison General Ordinances. MGO 31.05(2)(b) allows existing advertising signs in place since November 1, 1983 to be continued but the sign "...may not be relocated, replaced, expanded, enlarged, repositioned or raised in height, except under sub. (2)(c). Such existing advertising signs may not be restored or reconstructed for any reason..." (Note: sub. (2)(c) is for realignment which does not apply here.)

MGO 31.11(1) states "*Existing advertising signs are nonconforming and permitted to remain only in CC-T, CC, TE, SE, IL, IG Districts as regulated in this section, subject to the nonconforming advertising signs provisions of Sec. 31.05(2). Notwithstanding any other provision of these ordinances, new, relocated and replacement advertising signs are prohibited...*"

Your requested changes to this existing advertising sign would violate the provision of MGO 31.05(2)(b) by increasing the height, and replacing the sign with a new sign and new digital image sign faces to accomplish the requested change(s).

Although this sign cannot be altered per MGO 31.05(2)(b), for your information, the following provisions of Chapter 31 also do not allow what is being requested:

1. The proposed sign exceeds height maximum per Sec. 31.11(2)(f),
2. The subject property is located in a district of special control, Urban Design District No. 5, which prohibits advertising signs per Sec. 31.11(2)(i),
3. The proposed sign includes digital image technology. Sec. 31.045(3)(i) prohibits "digital image" signs.

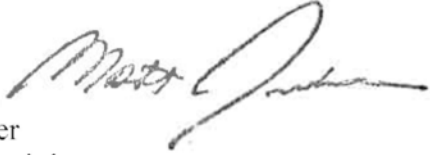
The proposed sign / sign changes are not in compliance with MGO Chapter 31. Your permit request is hereby denied. Any appeal of this decision may be made to the Urban Design Commission within

June 26, 2017

Page 2

thirty (30) days, under sec. 31.043(1), Zoning Administrator Appeals.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Tucker". The signature is fluid and cursive, with a large initial "M" and a long, sweeping underline.

Matt Tucker
Zoning Administrator
City of Madison

Saari - Exhibit D



Department of Planning & Community & Economic Development

Building Inspection Division

Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
P.O. Box 2984
Madison, Wisconsin 53701-2984
Phone: (608) 266-4551
Fax (608) 266-6377
www.cityofmadison.com

May 17, 2019

Jason Saari
Director of Real Estate
Adams Outdoor Advertising
102 E. Badger Rd.
Madison WI 53713

Subject: Request for Sign Credit and Advertising Sign Bank for Sign, Regarding
3737 E. Washington Avenue Proposed Redevelopment

Mr. Saari:

This letter responds to your letter of 1/31/2019, and our ongoing communications since that date, about the requesting to initiate the process as outlined in Sec. 31.112(2), to “bank” the square footage of the advertising sign at the subject property. Thank you for your patience and cooperation while we investigated the history of this sign permit.

I have now concluded that research. The advertising sign permit for this particular sign was issued on 1/28/1969. This permit shows that a 10’ tall by 20’ wide advertising sign was approved (copy enclosed.) Your request for banking identifies the existing advertising sign as 12’ tall by 25’ wide, which was field-verified by me in February 2019. It appears as though a larger sign was installed at some point in time, without obtaining the required sign permit for this size increase, required by MGO 31.041(1)(b): “(b) It shall be unlawful for any person to erect, repair, *alter*, relocate, maintain, or change copy...any sign as defined in this ordinance without first obtaining a permit from the Zoning Administrator...” It is the City’s position that the advertising sign you wish to bank is not a lawfully existing advertising sign.

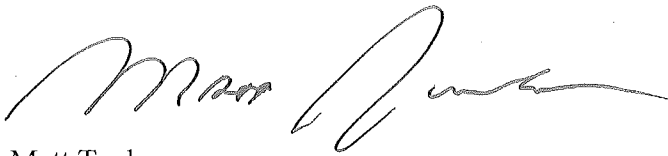
Sections 31.112(1), (4)(a), and (4)(f), MGO, only allow for the net area of existing *lawful* advertising signs to be banked. As noted above, the sign at the subject address is larger than allowed by the permit of record, there is no permit authorizing the expansion in size, so this is not a lawful sign, and thus not eligible for banking. Your request for banking is hereby denied.

Per Sec. 31.043(1), MGO, this decision of the zoning administrator can be appealed to the Urban Design Commission. You have 30 days from the date of this letter to appeal this determination by submitting a written application for appeal to the Director of the Building Inspection Division at the above address.

If you would like to share any new information for reconsideration of this determination, please forward that information to me at your earliest convenience. Please note this would not affect the appeal deadline above.

Sincerely,

May 17, 2019
Page 2

A handwritten signature in black ink, appearing to read "Matt Tucker". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Matt Tucker
Zoning Administrator

Encl. (original permit)

Visuals of 3737 E. Washington Ave.

3737

ADAMS

HO-CHUNK GAMING
WISCONSIN DELLS



Cheech & Chong
IN THE DELLS
JULY 20, 7PM

STYL



ADAMS



HO-CHUNK GAMING
WISCONSIN DELLS

Cheech & Chong

IN THE DELLS
JULY 20, 7PM

WILLIAMSON
Bikes
& Fitness

Batteries
& Bulbs

Handicap Accessible

ADAMS HO-CHUNK GAMING WISCONSIN DELLS



Cheek & Chong
IN THE DELLS
JULY 20, 7PM

The billboard features a photograph of two men, Cheek and Chong, playing acoustic instruments. The text is arranged in a vertical stack, with the venue and date at the bottom.



W
P

ADAMS

FRESH BEEF IS ALWAYS BETTER
RIGHT ON
EAGAN



Culver's



**Batteries
+ Bulbs**

**LOWEST PRICES
ON ALL CAR AND
TRUCK BATTERIES**

**FRESH BEEF IS ALWAYS BETTER
RIGHT ON
EAGAN**
Calver's

SPEED
LIMIT
40



We Fit It
Smartphones, Tablets & More!





WILLIAMSON
Bikes
&
Fitness

1

