

## **ADAMS OUTDOOR ADVERTISING LITIGATION**

**1977** - City of Madison amended sign ordinance to require removal of all billboards located on State Street and the Inner and Outer Rings of the Capitol Square to be removed at no cost to the City by July 1979. All other billboards must be brought into conformance with sign ordinance or be removed by December 1982.

**1979** - Hansen Advertising (precursor to Adams) sued to prevent removal of billboards.

**1983** - Litigation settled with adoption of ordinance amendment extending deadline for removal on State Street and Inner and Outer Rings of Capitol Square to December 1983. A 'No Advertising District' was created (Isthmus area), in which all billboards were to be removed at the rate of no less than one per year, with all removed by December 1989. All other billboards were made non-conforming.

**1987** - Adams Outdoor Advertising purchased Hansen.

**1989** - City of Madison adopted a prospective ban on all new or replacement billboards, removal of all existing billboards would result from redevelopment, age, etc.

**1990** - Adams sued to prevent prospective ban.

**1993** - Litigation settled. Prospective ban remained. Adams was given sixteen permits: five (5) for new billboards and eleven (11) for replacement of billboards. The last permit was used in May 2004.

**1999** - Adams Outdoor Advertising and Tellurian UCAN sued City of Madison over an Official Notice to remove billboards on Williamson Street. In 1994, Tellurian's request for a conditional use for expanded residential use was approved with the condition that the two non-conforming billboards be removed at the end of their lease period, which was October 1998. The removal was required because the sign ordinance prohibits billboards on lots with dwelling units. In December 1998, the City sent an Official Notice to remove the billboards. Refusal to remove them led to prosecution by the City and suit filed by Adams and Tellurian UCAN challenging the ordinance on which the condition of removal was based. The City prevailed in the lawsuit, the billboards were removed, and Adams paid a \$10,000 forfeiture to the City.