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July 22, 2010

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Peggy Yessa
City of Madison Economic Development Division
Madison Municipal Building
P.O. Box 2983
Madison, WI 53701

RE: City Development & Approval Initiative

Dear Ms. Yessa,

Per the recent memo regarding the City development & approval initiative from the Director of Economic Development Tim Cooley, Adams Outdoor Advertising would like to take the opportunity to offer suggestions regarding development in the City of Madison, and how it pertains to our assets located in the City of Madison.

Adams Outdoor recommends that the City of Madison follow the recommendations of the December 2004 report to the Mayor from the Economic Development Commission. In that report, the Commission was surprised to find that the erection of new billboards is not permitted in the City and that the City actively pursues a policy of eliminating existing billboards on properties seeking land use approvals.

It is our understanding that the City of Madison still employs the unwritten policy that all billboards should eventually be eliminated in the City of Madison.

If the City of Madison is truly interested in streamlining the development approval process and making Madison a more development friendly place to do business, we think the City should take a second look at the billboard policy and consider a mechanism to allow the relocation of billboards in order to allow development to move forward. Under current policy, Adams is "stuck" in a position where we cannot even consider the removal of a billboard because it can never be replaced.

If you should have any questions, I can be reached at 608-443-4291. Thank you in advance for your consideration.

Sincerely,

Jason D. Saari
Real Estate Manager
Adams Outdoor Advertising