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INTRODUCTION
ADVERTISING STREET GRAPHICS ORDINANCE AMENDMENT

Presented by: Adams Outdoor Advertising

Sponsored by; Alder Jed Sanborn, Alder Joe Clausius, Alder Pham-Remmele

This amendment is to Section 31.05 (2) (b) and 31.11 of the Madison General Ordinances, which does not expand the number of signs in the City of Madison. It simply allows one to be relocated if removed.

An advertising Street Graphic may be relocated or replaced only if the following conditions are met:

- The relocated or replaced advertising street graphic may be located only in the C2, C3, and C3L Commercial Districts, or the M1 and M2 Manufacturing Districts.
- An existing advertising street graphic is removed, so that there is no increase in the number of advertising street graphic structures.
- The relocated or replaced advertising street graphic shall not exceed the number of faces or the total face area of the removed advertising street graphic.
- The relocated or replaced advertising street graphic shall be constructed of materials of at least twenty percent (20%) greater value than the materials of the existing advertising street graphic that will be removed, as evidence by the submission of plans and cost estimates for construction of an advertising street graphic identical to the one being removed and one of at least twenty percent (20%) greater value.

WHY IS THIS AMENDMENT BEING INTRODUCED?

- It will allow the uninterrupted future development of private sector projects where existing advertising street graphics exist.
- Advertising street graphics that are incompatible with the current or future surroundings would be able to be reconstructed or relocated to fit with the changing environment
- Lawsuits and condemnation costs can be avoided.

CURRENTS PROJECTS AFFECTED

1) UNION CORNERS

2) VILLAGER MALL

3) 800 EAST WASHINGTON AVE. (Former
Gorman Co. Proposed Development)

UNION CORNERS



This mixed use development at Milwaukee Street and East Washington Avenue (formerly Kohls/Rayovac) is being developed by Union Corners LLC. Our Street graphic currently is in the middle of this development and we don't want to stand in the way of any development. By passing this ordinance amendment will enable us to move the structure out of the way of planned developments.

Dane County DCiMap

[Print](#) [Close](#)



Road Centerlines

- Local Roads
- County Highways
- State Highways
- Interstate
- US Highways
- On/Off Ramps

Parcels

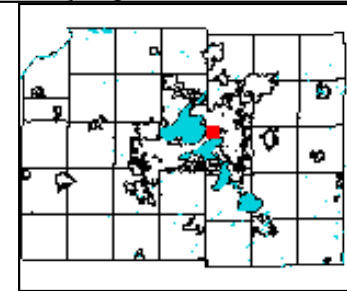
- Ownership Boundaries

Plat Text

- Acreage Text
- Hydrology (lines)
- Lot Number Text

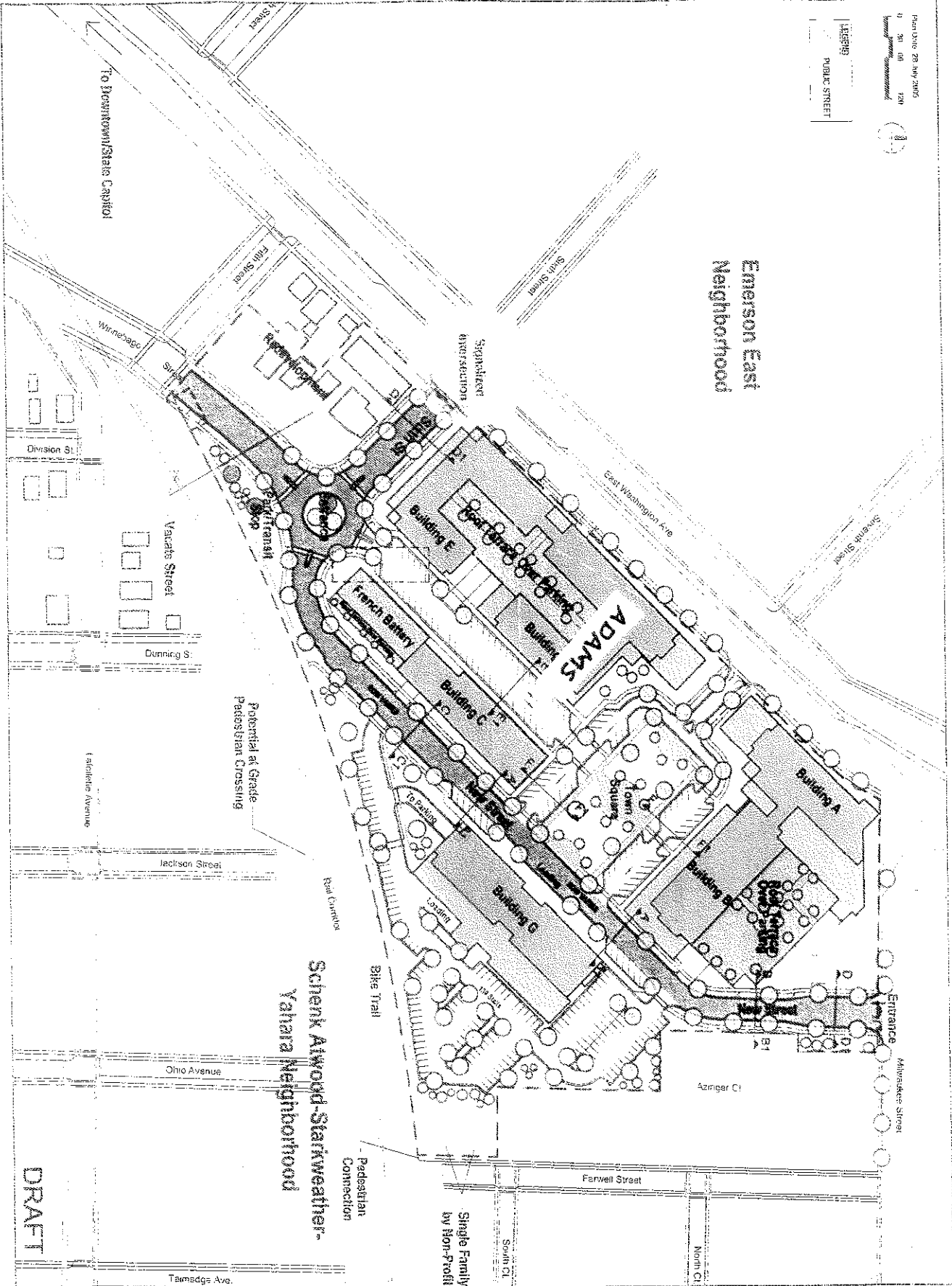
Municipality Boundaries

- Municipality Boundaries



DISCLAIMER

This map was prepared using the Dane County DCiMap online geographic information system. All information is believed accurate but is NOT guaranteed to be without error. This map and its underlying data is intended to be used as a general index to land related information and is not intended for detailed, site-specific analysis. Dane County GIS datasets used to produce this map are copyrighted.



DRAFT

CONCEPT PLAN

UNION CORNERS REDEVELOPMENT PROJECT



\$200 richer.

03/04/2007 12:51



03/04/2007 12:57

VILLAGER MALL



The project is paramount to the Park Street Re-Development, and our advertising street graphics will hinder the development where they are currently located. Adams does not want to get in the way of this exciting development.

Dane County DCiMap

[Print](#) [Close](#)



Road Centerlines

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- State Highways
- Interstate
- US Highways
- On/Off Ramps

Parcels

- Parcels

Ownership Boundaries

- Ownership Boundaries

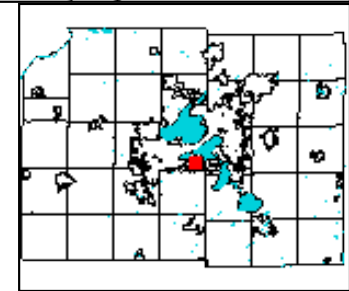
Plat Text

Acreage Text

Hydrology (lines)

Lot Number Text

Municipality Boundaries



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PART THREE MASTER PLAN
CONCEPT PLAN

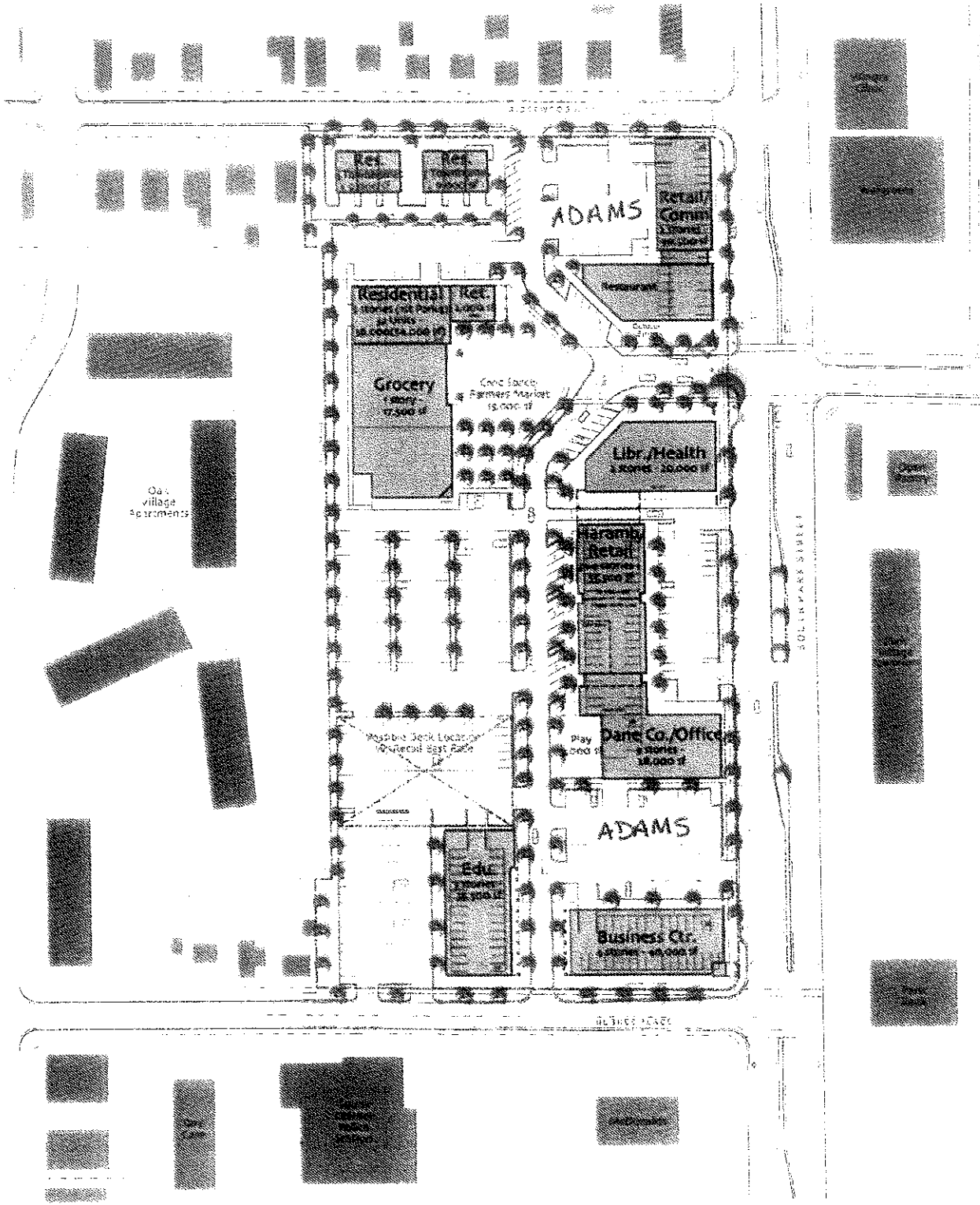


Fig 3-3: Master Plan Concept

ANY SIZE INSTALLED...
Wendover
World
\$189
880-6686

CITGO

03/04/2007 12:13

GOO GOO DOLLS
HAMMER MAMAS
AND PAPAS

charlie
and company

SPIRIT spiritstore.com
HALLOWEEN SUPERSTORES
1-800-COSTUME
8733 Dakota Road - Access from Burlington Coat Factory

03/04/2007 12:20

800 E. Washington Avenue

The Don Miller Dodge site currently has an sign owned by Lamar Outdoor Advertising, which has a perpetual easement for their sign. The sign could prevent development of the property unless it could be relocated.

Dane County DCiMap

[Print](#) [Close](#)



Road Centerlines

- Local Roads
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- Interstate
- US Highways
- On/Off Ramps

Parcels

- Parcels

Ownership Boundaries

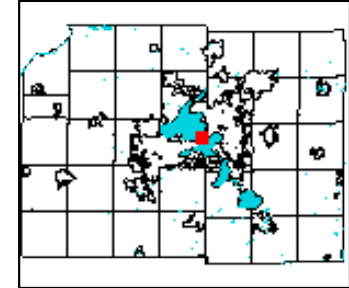
- Ownership Boundaries

Plat Text

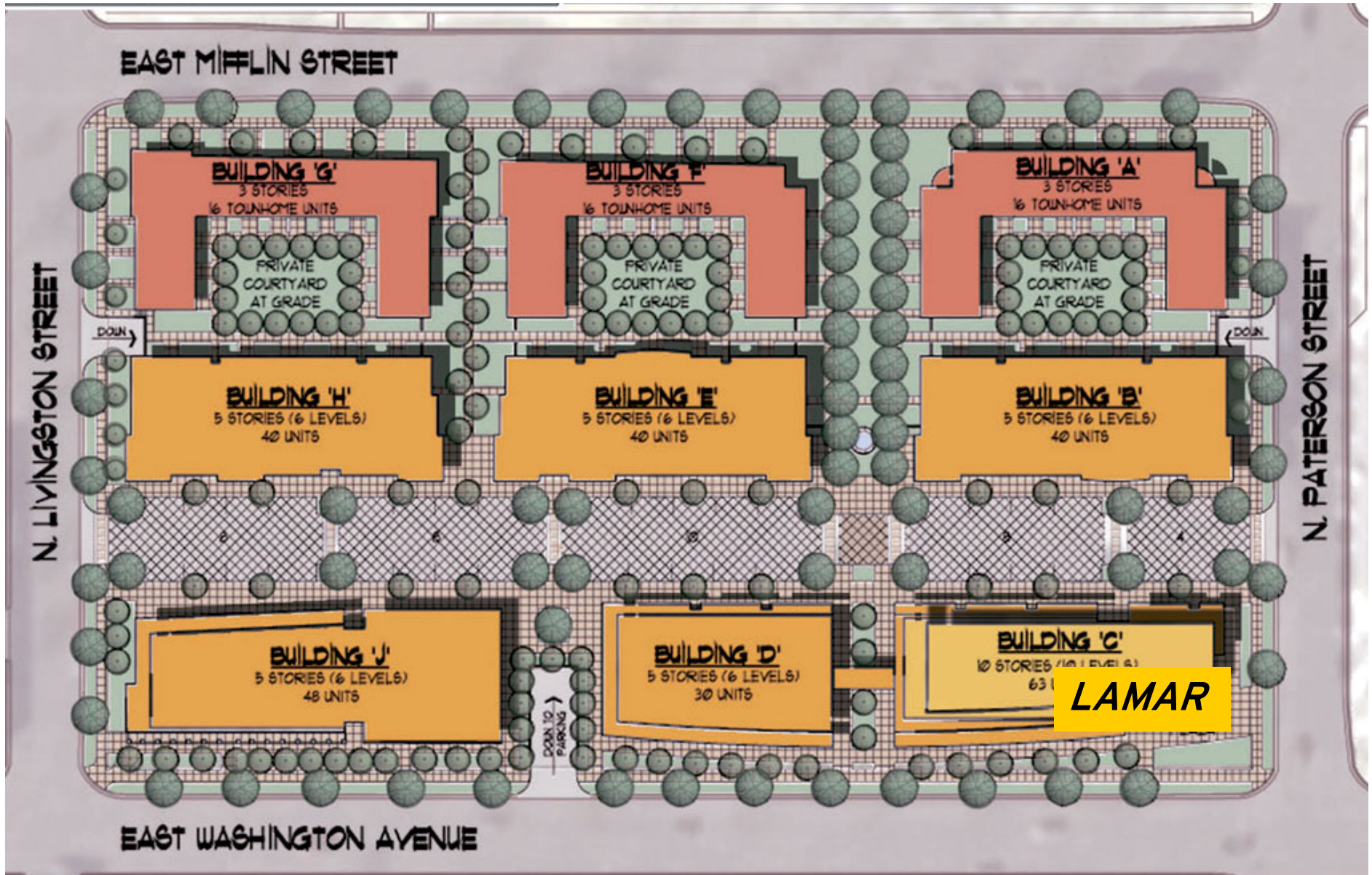
- Acreage Text
- Hydrology (lines)
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Municipality Boundaries

- Municipality Boundaries



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Approved site plan for 800 E. Washington



Fireplace
Polka

03/04/2007 12:37



Fireplace
Folks
1902 S. Stroughton Rd., Madison, WI

BUDGET
AUTO OUTLET

USED CAR SALES

03/04/2007 12:35

THE SOLUTION

By passing this ordinance we will be able to relocate the Street Graphics on the property or relocate them elsewhere.

LETTERS OF SUPPORT

MICHAEL BEST

& FRIEDRICH LLP

Michael Best & Friedrich LLP

Attorneys at Law

One South Pinckney Street

Suite 700

Madison WI 53703

P O Box 1806

Madison WI 53701-1806

Phone 608 257 3501

Fax 608 283 2275

William F. White

Direct 608 283 2246

Email wfwhite@michaelbest.com

December 19, 2006

Public Official

Dear Public Official:

We have been asked by Union Corners LLC to comment on the proposed changes to MGO Chapter 31-Street Graphics Control Ordinance which would amend Section 31.11(2) of the Ordinances to allow replacement of a non-conforming billboard in the event that it is necessary to relocate that billboard for urban redevelopment. Union Corners supports this change as it is both common sense and removes a deterrent to mixed use redevelopment.

As you may know, Union Corners LLC is currently redeveloping the Rayovac/Kohls site on the corner of Milwaukee Street and East Washington Avenue. Currently located there is a billboard that became nonconforming many years ago and might have been relocated be at that time. This situation has arisen before on other properties, and it will surely come up again in future. Adams' solution, a cap and replace amendment to the ordinance, would provide the quickest, cleanest and least expensive solution to this kind of problem

This "cap and replace" concept is an approach used in other municipalities around the country and we believe is a common sense way of allowing urban re-development without the loss of property interests by the billboard owner. Otherwise, the municipality may have to condemn the billboard for the length of the remaining lease term

For that reason, we would ask that this ordinance be supported. If you have any questions, please do not hesitate to contact me.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

WFW:tml

cc: Union Corners, LLC
Adams Outdoor Advertising

Q:\CLIENT\018927\0001\B0928070 12



March 12, 2007

Public Official

Dear Public Official:

We have been asked by Adams Outdoor Advertising to comment on the proposed changes to MGO Chapter 31-Street Graphics Control Ordinance which would amend Section 31.11(2) of the Ordinances to allow replacement of a non-conforming billboard in the event that it is necessary to relocate that billboard for urban redevelopment. Mortenson Investment Group, LLC ("MIG") supports this change as it is both common sense and removes a deterrent to mixed use redevelopment.

MIG is currently redeveloping the property formerly known as the Midwest Billiards building located on the West Beltline Highway frontage road. A billboard was removed in order to begin the demolition and building process for a brand new design center. According to the current ordinance, we will not be allowed to merely relocate that billboard. We could have done so, on the same parcel but in a slightly different location, compatible with the new construction. We've thus lost a source of revenue that would have assisted in underwriting the cost of the redevelopment. This situation has arisen before on other properties, and it will surely come up again in future. Adams' solution, a cap and replace amendment to the ordinance, would provide the quickest, cleanest and least expensive solution to this kind of problem.

This "cap and replace" concept is an approach used in other municipalities around the country and we believe is a common sense way of allowing urban re-development without the loss of property interests by the billboard owner, or (in some cases) the interruption of a critical, current stream of revenue to the landowner.

We would ask that this ordinance be supported. If you have any questions, please do not hesitate to contact me.

Sincerely,

MORTENSON INVESTMENT GROUP, LLC



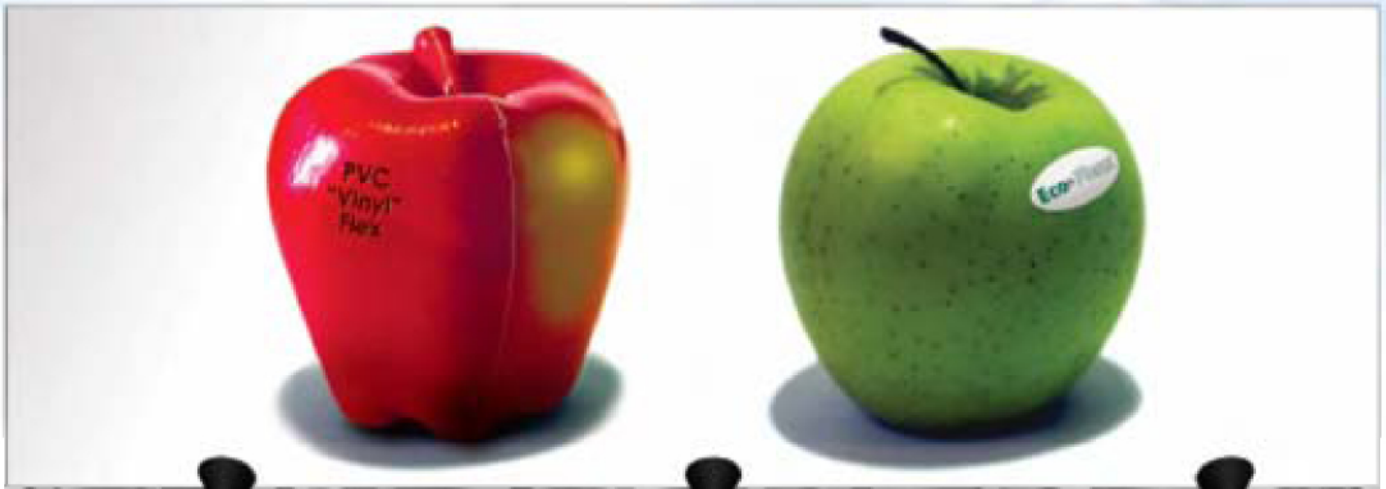
Bradley Hutter, President

cc: Adams Outdoor Advertising

USE OF ENVIRONMENTALLY RESPONSIBLE PRODUCTS

Currently, there are limitations to the improvements that can be made to the structures. If passed, the ordinance will enable Adams to convert their “poster” inventory from a paper & glue application to an ECO-FLEXX application.

Is your billboard campaign as green as it can be?
Compare your options...apples to apples.



PVC "Vinyl" Flex

Each year, the outdoor advertising industry uses approximately 250 million square feet of polyvinyl chloride (PVC) or "vinyl" billboard flex, a material that is difficult to recycle after its primary use. Meanwhile, many leading companies have committed to reducing or eliminating their use of PVC materials when viable alternatives exist.

Eco-Flexx™

Eco-Flexx is a 100% recyclable polyethylene (PE) substrate for billboards. Durable and non-toxic, Eco-Flexx creates deep, saturated color for the most demanding advertisers in an environmentally responsible manner – and at a comparable price to PVC flex billboards.

An environmentally responsible option for billboard printing

Introduction

Each year the U.S. outdoor advertising industry uses approximately 250 million square feet of PVC or "vinyl" billboard flex. PVC billboard flex is typically made of a polyester fiber core and PVC surface. The PVC (resin and plasticizer) contributes about 80 percent of the weight of the product.

Many leading corporations and organizations have publicly committed to reduce their use of PVC materials when practical alternatives exist. Businesses that are adopting non-PVC alternatives are a cross-section of global enterprise including influential brands such as: Adidas, Nike, Victoria's Secret, Aveda, Crabtree & Evelyn, Catholic Healthcare West, Kaiser Permanente, BMW, Daimler-Benz, Honda, Nissan, Toyota, Volkswagen, Volvo, Apple, Dell, HP, Microsoft, Nokia, Samsung, Sharp, Sony, Ikea, Lego, Wal-Mart, and many others.

To the right are policy statements made by some of these companies:



Apple

"Some companies have made promises to phase out other toxic chemicals like PVC, a type of plastic primarily used in the construction industry but also found in computer parts and cables, and brominated flame retardants, or BFRs, which reduce the risk of fire. Apple began phasing out PVC twelve years ago and began restricting BFRs in 2001. For the past several years, we have been developing alternative materials that can replace these chemicals without compromising the safety or quality of our products."

Microsoft

"We will completely eliminate PVC from our packaging by Dec. 31, 2005. As Microsoft began evaluating the issue, we decided in 2003 that removing PVC was the right thing to do, especially since at that time there were viable alternatives."

Wal-Mart

"We believe that Wal-Mart can significantly reduce the amount of waste going to landfills in our communities, and reduce costs through increased recycling of the remaining material. We are committed to replacing PVC packaging for our private brands with alternatives that are more sustainable and recyclable..."

Nike

"PVC, a material linked to a host of environmental concerns, is everywhere in our industry and in many others. While PVC is not widely banned by legislation, Nike voluntarily chose to eliminate the material from its products."

Sony

"PVC, a widely used plastic, may pose a risk to the environment if disposed of improperly... [and may] contain various other... plasticizers and stabilizers, which are believed to pose risks to the environment and human body. Sony is [therefore] working to eliminate PVC from its products wherever a technologically and economically viable alternative is available."

Eco Flexx[™]
(Patent Pending)

by  **CIRCLE GRAPHICS**^{INC}

Eco-Flexx™ billboards – an environmentally sound choice for print production:

The carbon footprint of an Eco-Flexx billboard is 60% less than a standard PVC flex billboard.¹

Eco-Flexx is a Totally Chlorine Free (TCF) product. There is no chlorine in Eco-Flexx and no chlorine is used in making Eco-Flexx. In contrast, the production of PVC is the largest single use of chlorine, and PVC is almost 57% chlorine (by weight).

Eco-Flexx is made from 100% recyclable polyethylene (PE) plastic and is easily recycled. PVC flex, more often than not, ends up in landfills.²

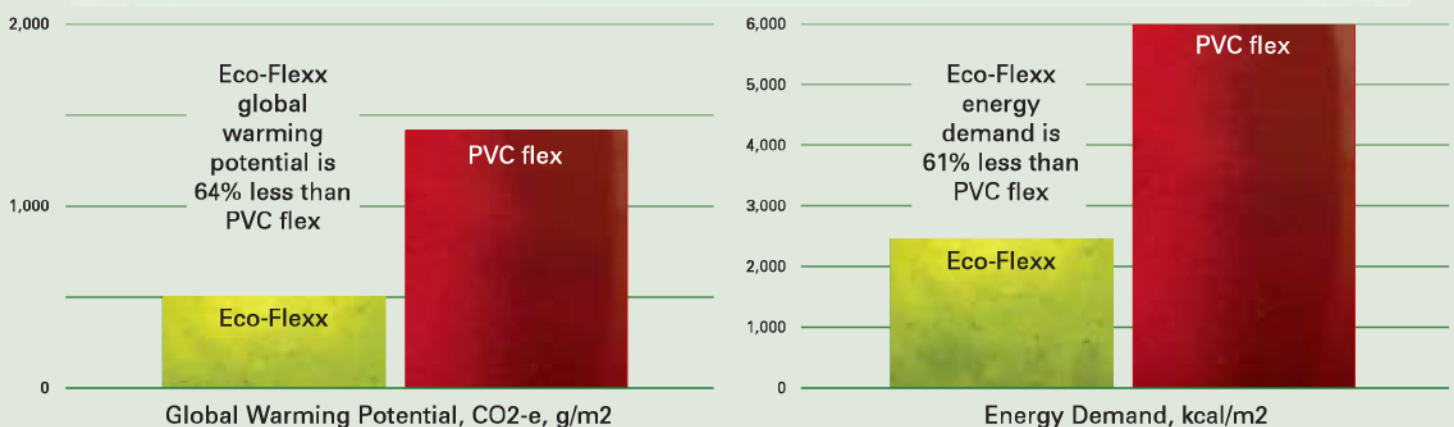
Many environmental organizations recommend PE plastic as an excellent alternative to PVC.

Eco-Flexx is extremely strong but very light. A typical Eco-Flexx billboard weighs 20-pounds compared to 75-pounds for a typical PVC-flex billboard.³

Eco-Flexx billboards look spectacular and are produced with a seamless print surface up to 15-feet wide. Eco-Flexx billboards are available at the same cost as PVC flex billboards so there is no cost of change.

Eco-Flexx is in use by the leading outdoor advertising companies and is one of a new class of billboard materials endorsed by the Outdoor Advertising Association of America (OAAA).

An industry-supported recycling program developed by the OAAA will be in place in early 2008 to provide an audited and verifiable recycling solution for Eco-Flexx and similar billboards.



1 - Because of the weight difference and the specific materials used in each product, the energy consumed in producing one square foot of Eco-Flexx is less than half that required to produce a comparable amount of PVC flex. Likewise, the global warming potential (the CO2 released during production) of Eco-Flexx is less than half that of PVC flex. A detailed explanation of the derivation of the global warming potentials and energy demands of Eco-Flexx and PVC-flex can be viewed and downloaded at www.EcoFlexx.com (Reference tab at top).

2 - An explanation of the difficulties of PVC recycling can be found at www.EcoFlexx.com

3 - 14 x 48 size and 12.5 ounce/square yard PVC flex

Recycling program established for Eco-Flexx™



Polyethylene is the most commonly used plastic in world. It is non-toxic, commonly recycled and used in everyday items such as grocery bags, soda/water/milk bottles, squeeze bottles for condiments, food wraps, and even as a base component in chewing gum.

Circle Graphics is working with the Outdoor Advertising Association of America (OAAA) to develop a comprehensive recycling program to ensure that qualified PE materials are actually recycled. The complete plan will be in place by early 2008.

Circle Graphics has also been asked to participate in the work of the OAAA's Safety, Standards and Technology (SST) Committee and the OAAA Marketing Committee which are developing comprehensive green initiatives for the entire industry.

Eco-Flexx™ billboards – an environmentally sound choice for print production



Please visit www.EcoFlexx.com to learn more and request additional information.

Eco Flexx™
(Patent Pending)

by  **CIRCLE GRAPHICS^{INC}**

STRUCTURES / DESIGNS

By approving this ordinance amendment Adams Outdoor will be able to design relocated and existing structures to match the existing environment.

- IMPROVED LANDSCAPING
- SYSTEM BRICK
- STUCCO
- MOMUMENT SIGNS (Where Applicable)



PAINT THE TOWN PINK

komenmadison.org



Near where you live,
work and play.

Over 250 Banks & ATMs in &
around Charlotte.

Bank of America
Higher Standards



Overcaen Systems.

HARD WORK
But It Che.

THE FUTURE OF A BETA 300

The billboard is divided into two main sections. The left section has a purple background and features a close-up portrait of a woman with long, dark dreadlocks, smiling and resting her chin on her hand. The right section has a white background and contains the text 'Overcaen Systems.' at the top, a small graphic of a glowing lightbulb in the center, and the slogan 'HARD WORK But It Che.' in a red-bordered box below. At the very bottom of the white section, there is a line of small text that reads 'THE FUTURE OF A BETA 300'. The billboard is mounted on a dark metal frame and is situated on a brick base with a planter box containing yellow flowers.

SPEED
LIMIT
50

Wood Dr
→



**We'll make your
vision a reality.**

HOME EQUITY LOANS & FINANCING

 **CHEROKEE STATE BANK**

 CLEARCHANNEL



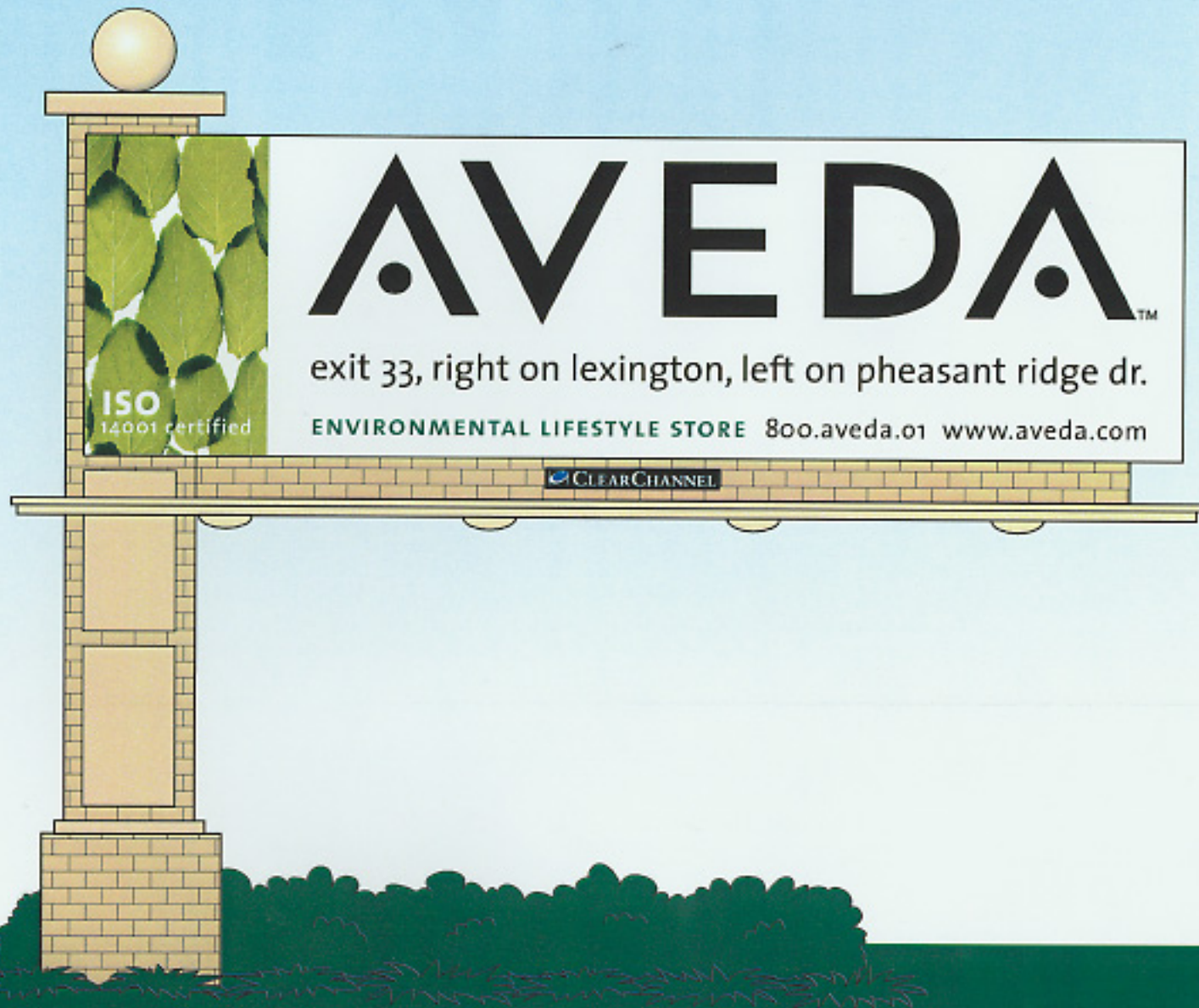
This art has been created by Clear Channel Outdoor.
Reproduction of this display in whole or in part
without permission is prohibited.

Bulletin Size: 14'x48'
Filename: Anoka_Brick 2 pole.ai
Date: 9/18/02



This art has been created by Clear Channel Outdoor.
Reproduction of this display in whole or in part
without permission is prohibited.

Filename: Anoka_Brick flag_welcome_2.ai
Date: 9/18/02



ISO
14001 certified

AVEDA™

exit 33, right on lexington, left on pheasant ridge dr.

ENVIRONMENTAL LIFESTYLE STORE 800.aveda.01 www.aveda.com

CLEARCHANNEL

CLEARCHANNEL



October 29, 2007

RE: Please Support Cap & Replace Ordinance Pertaining to Off-Premises Signs

To Whom It May Concern:

Hello, I am Jill Genter, Community Outreach Manager at WKOW 27 the ABC affiliate in Madison, Wisconsin.

The reason for this letter is to ask that you support the "Cap & Replace" ordinance that has been introduced by Alder Jed Sanborn pertaining to off-premises signs, or advertising street graphics (billboards).

This ordinance does not allow the construction of new billboards in the City of Madison, but does allow one to be replaced if it is removed. This is a common sense ordinance designed to make it easier for commercial developments to occur where signs are currently located.

Our business uses outdoor advertising signs, and have found them to be an extremely helpful tool to promote our business. Needless to say, not having these signs in the future will have a negative impact on my business. This ordinance will allow me to continue to promote my business in an affordable manner.

Please call me if you have any questions. Thank you in advance for your support of this ordinance.

Sincerely,

JILL GENTER

WKOW 27
Community Outreach Manager
5727 Tokay Blvd.
Madison, WI 53719

phone: 608-274-1234
direct: 608-661-2764
fax: 608-274-9514

From: Tom Thorstad [mailto:tthorstad@thorstad.com]
Sent: Wednesday, October 31, 2007 5:00 PM
To: Brian Unitan
Subject: Re: Support for an Ordinance

10/31/07

Urban Design Commission

Amending Sections 31.05(2)(b) and 31.11 of the Madison General Ordinances to remove the prohibition on relocating or replacing advertising street graphics.

To Whom it may concern,

As a resident, business owner, and outdoor advertiser, I am writing today to urge support of the proposed ordinance amending the current outdoor advertising regulations.

Businesses must have solid foundations to base their long term planning around, and those foundations must be laid by local government. The current regulations do suggest a foundational goal, the gradual and complete removal of all outdoor messages. In effect, a regulatory taking that exercises the City's eminent domain power without divesting the property's owner of the title to the property. I do not believe this is the intent of Madison's local government, as it runs contrary to the spirit of entrepreneurship, and limits the exposure local businesses need to generate traffic.

The ordinance as stands, by not allowing for relocation of existing stock, limits revenue opportunities for the company holding the stock, limits exposure opportunities for the advertisers, and reduces the stock holders interest in cooperation with local development. Development works best when all sides work together. When a long term lease holder has no option for relocation, there is no incentive to work with developers in their goal of promoting growth.

Outdoor advertising, particularly along city corridors, is an important, non-intrusive way to get messages to the consumer. Be they Local businesses, National businesses operating locally, or non-profit agencies trying to have their message heard. Without avenues such as outdoor, the businesses, and employment they offer, stand to suffer.

Madison is known as a fair place. Please consider supporting this attempt at creating a fair option for companies that must currently balance their excitement for urban growth against their own extinction.

Thank you.

Tom Thorstad
General Manager
Thorstad Chevrolet, Park st.



ADVANCED PAIN MANAGEMENT
GREATER MADISON

3230 DEMING WAY • SUITE 100 • MIDDLETON, WI 53562 • 608 829 1400 • FAX 608 829 1475 • www.apm-wi.net

To Whom It May Concern:

The use of outdoor advertising has been a major part of our campaign for the last two years. The effectiveness of our billboard has helped us reach a vast majority of the community and allows us to educate them about the services we provide. Implementation of outdoor advertising has allowed our business to grow and be an important member of the community.

Advanced Pain Management supports the proposed cap and replace ordinance that would allow billboards to be replaced or relocated if they are removed. The implementation of this ordinance would allow for expedited development by allowing Adams Outdoor Advertising to relocate billboards so they do not interfere with construction. This will ensure that the community will continue to grow and flourish economically. By allowing the replacement or relocation of billboards, it will maintain the level of advertising that is available to the local business community. Area businesses will continue to excel and be viable members of the Madison area.

The cap and replace ordinance would be an essential ingredient in the growth of existing area businesses and the development of future economic expansion. Once again, we fully support the introduced ordinance. We believe that communicating our message effectively through outdoor advertising is necessary for the advancement of our business.

Sincerely,

Travis Lyne
Marketing Manager

Roger S. Vick
Director of Marketing