

## **REGENT STREET REDEVELOPMENT**

The Regent Street Steering Committee has recommended that something be done with the existing off-premise signage in this area. It has been stated that the signs along Regent Street are unattractive and promote visual clutter.

ADAMS AGREES WITH THIS OPINION. However, under the current City of Madison ordinances, we are limited to what can be done with our signs via the 50% rule relating to nonconforming structures. They cannot be relocated, reconstructed, or improved more than 50% of their value.

Because of these strict limitations, it is in AOA's best interest to have the longest possible lease term we can negotiate with our land owners. Our leases on Regent Street run as long as twenty-years, which is common for our industry.

This ordinance change is necessary in order to rebuild or relocate our signs along Regent Street so that they will fit with their new surroundings as this street is redeveloped.

Perhaps the signs can be modified in their current form, or perhaps moved to other locations such as a wall, or a monument type sign.

If the ordinance is not passed, the Regent Street signs, along with the balance of AOA's signs in the City of Madison will need to remain as they currently are, which is not in the best interest of either the City of Madison or AOA.

FOREIGN CAR SPECIALISTS



Parts Service  
55-9590

ANYONE'S IMPULSION...  
NEVER WATERS IN DOVIL.

14/04/2007 11:41



FOREIGN CAR SPE

14/04/2007 11:41

SAVE \$5  
Nutro Bonus Bags  
Select Formulas  
FREE  
MOUNDS  
NET 2.00 LBS (907g)

Parts **FCS** Service

FOREIGN CAR SPECIALISTS  
255-3414  
Automotive  
REPAIR PARTS SERVICE

Camille  
255-9590

14/04/2007 11:42

ALWAYS MOUTH-WATERING,  
NEVER WATERED DOWN.  
GOOD CALL.



403  
Cinema



14/04/2007 11:42



**LUCKY'S**  
BAR & GRILLE

CALL RENTALS  
231-8777

FREE SHUTTLE TO THE EVENTS  
GO BIG RED  
FREE SHUTTLE TO THE EVENTS

14/04/2007 11:43



WARD YOURSELF

ADS  
JOB



UNK.COM • WI DELLS - 194

Nam's Noodle

JORDAN  
BIG 10  
PUB  
BAR & GRILL

JORDAN  
BIG 10

21

Red neon sign

14/04/2007 11:45



Nam's Noodle

REWARD YOURSELF

REWARDS CLUB

HO-CHUNK.COM • WIDE S-194

AGNO & LOUVERVILLE CENTER

JORDAN'S 10 PUB

JORDAN'S 10 PUB BAR & GRILL

Coca-Cola  
JORDAN'S 10 PUB



14/04/2007 11:46





START THINGS UP  
**SOCO**  
& Lime

**JORDAN'S 10 PUB**

**JORDAN'S 10 PUB**

Big 10

Red Bull  
Energy Drink

14/04/2007 11:46

**COVANCE**  
THE DEVELOPMENT SERVICES COMPANY  
**TESTWITHTHEBEST.COM**

ADAMS  
**Research Study 6161-388**  
Non-Smoking  
Men & Women  
Ages 18-45  
RECEIVE \$2,800  
2 stays of 6 days/5 nights  
Group 3 begins Nov. 17<sup>th</sup>

 **Park**

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14/04/2007 11:47