

# Replacement Advertising Signs and Advertising Sign Bank

“Cap & Replace”

Ordinance Explanation

Extend Sunset Clause

Minor Process Amendments

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# What is an “Advertising Sign”?

Advertising Sign = “Billboard”



*There are two companies operating in the Madison area:*

*Adams Outdoor Advertising*

*Lamar Advertising Company*

## MGO 31.112, Advertising Sign Bank and Replacement Advertising Signs

- *Advertising Signs are prohibited, do not conform with the sign code*
- *Madison Ordinance does not allow moving or altering Advertising Signs, including for development/redevelopment*
- *Madison ordinance prohibits Advertising Signs on property containing dwelling units*
  
- In 2015 the council approved the sign bank ordinance.
- This ordinance allows existing advertising sign “faces” to be banked
- Sign bank may be “spent” in zoning districts where advertising signs are identified as allowable under the ordinance (1 permit so far)
- This is completely voluntary, no requirements to negotiate removal of Advertising Signs

*Ordinance became Effective June 24 2015  
eight (8) year sunset clause (6/24/2023)*

## WHY THIS ORDINANCE WAS ADOPTED?

- *Advertising signs are often located on lots where redevelopment is planned/proposed*
- *Advertising sign companies have existing leases on property*
- *We are told that advertising sign companies do not want to lose their signage, have been unwilling to break leases, which can have a chilling effect on redevelopment opportunities*
- *This ordinance creates an opportunity for Advertising Sign owners and property owners to negotiate ending leases, to make way for redevelopment.*

# WHAT ARE THE BENEFITS?

## Property owners and sign owners:

- This ordinance removes a barrier to development when a sign owner will not agree to end lease / remove an existing billboard
- Square footage of the sign faces removed can be reconstructed as replacement billboard in certain areas of the City

## The City:

- Redevelopment can proceed
- New tax base is created
- New dwelling units are added
- Existing signs are often removed from sensitive locations

# PENDING AMENDMENT

- *Current ordinance will sunset June 2023.*
  - *Extends sunset 8 years, to July 1, 2031*
  - *Common Council can see how ordinance has worked, determine continuation or abandonment at that time*
- *Minor process-related changes/clarifications*
  - *Procedures for banking improved/clarified*
- *Non-applicable language*
  - *Delete 2-year Common Council appeal (2015-2017), was not triggered, not necessary*



# Example: 1313 Regent Street

Single-story Brewpub, 4-story mixed-use building, 47 apartments



# Example: 2901 University Ave. (2023)

Single story liquor store and apartments, 5-story mixed use building







Example: 66 West Towne Mall  
Replacement Advertising Sign  
installed Spring 2023  
Banked Sign area from  
2901 University Avenue

