



December 31, 2014

City of Madison  
Common Council  
210 Martin Luther King Jr., Dr.  
Madison, WI 53210

RE: Proposed Advertising Sign Ordinance Change

Dear City of Madison Alders,

On January 6<sup>th</sup>, Alder Schmidt's proposed "cap and replace" billboard ordinance will be considered by the Common Council.

Alder Schmidt's original version of the ordinance has been modified by the Urban Design Commission. We thought it would be best to explain in detail how the change will impact development, and the intent of the ordinance from Adams' perspective.

Alder Schmidt's version would allow a general replacement system for billboards in the City. A new advertising sign can only be built if an existing sign is removed.

In contrast, the UDC version would limit the billboards that could be replaced to only those that are removed to accommodate new development. We feel the UDC language is problematic for the following reasons:

- The language is too subjective. What would happen if a developer wanted the sign relocated, but it wasn't physically in the way of a new building? A good example would be the Villager Mall signs that were located in what is now a parking lot. The City wanted those signs removed, but they weren't actually in the way of the development.
- It is likely that there will be issues with developers because it opens a big window for interpretation as to whether or not the signs need to be removed to accommodate the development.
- It does not address other items such as the cannonball bridge that has been erected over the beltline, and completely blocks the view of an existing Adams sign. This is the second time the City has run into a legal issue with a bridge blocking a sign. It is safe to assume it will happen again.

Because of these numerous concerns, a general replacement system works best. The cities that use a cap and replace system likely avoided limited replacement language to alleviate similar

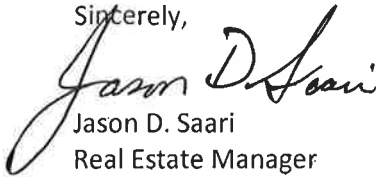
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concerns. It is also important to mention that Madison has a small number of billboards per capita when compared to other Cities of the same size.

Alder Schmidt's original version is an enabling ordinance that will streamline the relocation of outdoor advertising signs to pave the way for new development. It will also reduce the likelihood of future disagreements over the City's sign ordinance.

We strongly encourage you to consider and support his original version.

Sincerely,

A handwritten signature in black ink that reads "Jason D. Saari". The signature is written in a cursive style with a large, looping initial "J".

Jason D. Saari  
Real Estate Manager  
Adams Outdoor Advertising