



Department of Planning & Community & Economic Development  
**Building Inspection Division**

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June 26, 2017

Mr. Ryon Savasta  
Adams Outdoor Advertising  
102 E. Badger Rd.  
Madison WI 53713

Subject: Permit request for advertising Sign Modification, 4277 W. Beltline HWY, Permit No:  
ZONGSN-2017-00329

Mr. Savasta:

You have requested a permit to remove and reconstruct a new sign at a similar location to an existing advertising sign. The changes requested to the sign would increase the height of the sign.

As you know, advertising signs have been prohibited in the City since 1990 and treated as "grandfathered signs" under ss. 31.05(2) and 31.11(1), Madison General Ordinances. MGO 31.05(2)(b) allows existing advertising signs in place since November 1, 1983 to be continued but the sign "...may not be relocated, replaced, expanded, enlarged, repositioned or raised in height, except under sub. (2)(c). Such existing advertising signs may not be restored or reconstructed for any reason..." (Note: sub. (2)(c) is for sign realignment which does not apply here.)

MGO 31.11(1) states "*Existing advertising signs are nonconforming and permitted to remain only in CC-T, CC, TE, SE, IL, IG Districts as regulated in this section, subject to the nonconforming advertising signs provisions of Sec. 31.05(2). Notwithstanding any other provision of these ordinances, new, relocated and replacement advertising signs are prohibited...*"

Note, the existing advertising sign at this location was originally permitted per a lawsuit settlement between the City and Adams in 1993 and moved from its original location per the settlement of another case in 2011. Per the terms of the 2011 settlement, all such signs must comply with all provisions for advertising signs in Madison General Ordinances Chapter 31, as amended from time to time, and once constructed or revised (in this case the sign was revised because it was moved in 2011) shall be treated in the same manner as any other nonconforming advertising sign under MGO 31.05(2).

Your requested changes to this existing advertising sign would violate the provision of MGO 31.05(2)(b) by increasing the height and replacing the sign with a new sign to accomplish the requested change(s).

Although this sign cannot be altered per MGO 31.05(2)(b), for your information, the following provisions of Chapter 31 also do not allow what is being requested:

1. The proposed sign exceeds height maximum per Sec. 31.11(2)(f).

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The proposed sign / sign changes are not in compliance with MGO Chapter 31. Your permit request is hereby denied. Any appeal of this decision may be made to the Urban Design Commission within thirty (30) days, under sec. 31.043(1), Zoning Administrator Appeals.

Sincerely,

A handwritten signature in dark ink, appearing to read "Matt Tucker", is written over a faint, larger version of the same signature.

Matt Tucker  
Zoning Administrator  
City of Madison