



Department of Planning & Community & Economic Development

Building Inspection Division

126 S. Hamilton St.
P.O. Box 2984
Madison, Wisconsin 53701-2984
Phone: (608) 266-4551
Fax (608) 266-6377
www.cityofmadison.com

June 26, 2017

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

Subject: Permit request for advertising Sign Modification, 1330 Regent Street, Permit No:
ZONGSN-2017-00333

Mr. Savasta:

You have requested a permit to change the faces of the existing advertising sign. The changes requested to the sign would add "digital image" technology.

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 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...*"

Your requested changes to this existing advertising sign would violate the provision of MGO 31.05(2)(b) by replacing the existing sign face with a new digital sign face 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 subject property is zoned TSS which does not allow for an advertising sign to be permitted per sec. 31.11(1),
2. The proposed sign exceeds height maximum per Sec. 31.11(2)(f),
3. The proposed sign is located on a roof, which violates Sec. 31.11(2)(h),
4. The proposed sign includes digital image technology. Sec. 31.045(3)(i) prohibits "digital image" signs.

Please note, changes to this sign will require approval of an alteration to an approved Conditional

June 26, 2017

Page 2

Use (non-accessory temporary outdoor event) per Sec. 28.183(10).

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", with a stylized, flowing script.

Matt Tucker
Zoning Administrator
City of Madison