



Legislation Details (With Text)

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Type: Ordinance **Status:** Passed

File created: 9/26/2006 **In control:** ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE

On agenda: **Final action:** 7/11/2007

Effective date:

Title: A substitute ordinance relating to zoning regulations for temporary banner signs.

Sponsors: THE CHAIR

Indexes: SIGNS, ZONING

Attachments:

1. Proposed Substitute A, 2. Proposed Substitute B, 3. Letter from the Zoning Code Technical Committee, 4. City Plan Commission Letter.pdf, 5. Letters sent by Ald. D'Amato to interested parties, 6. E-Mail of support from the Wisconsin Chapter of the National Association of Industrial and Office Properties (NAIOP), 7. E-mail of support from Michael Fardy of Inland Companies, 8. E-Mail of support from Ben Adank, 9. E-Mail of support from Jennifer Cape, Inland Companies, 10. E-Mail of support from Daniel Rosenfeld, Mid-America Real Estate, 11. E-Mail of support from Randall Nass, Next Development Group, LLC, 12. E-Mail of support from Jay Craig, Opus Group, 13. E-Mail of support from Kent Shy, CECO-Creative Equities Company, 14. E-Mail of support from Robert Wagner, Lang Group, LLC, 15. E-mail of Support from RFP Commercial, 16. E-Mail of Support from the Greater Milw. Assoc. of Realtors, 17. GMAR Letter, 18. CPC Notice Published on 11-3-06 and 11-10-06.PDF, 19. Notice Published on July 27, 2007.PDF

Date	Ver.	Action By	Action	Result	Tally
9/26/2006	0	COMMON COUNCIL	ASSIGNED TO		
9/28/2006	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	REFERRED TO		
9/28/2006	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	REFERRED TO		
11/3/2006	0	CITY CLERK	PUBLISHED		
1/22/2007	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/23/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/9/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/9/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/13/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/21/2007	0		HELD TO CALL OF THE CHAIR		5:0
2/21/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	5:0
3/5/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/6/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

3/6/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/6/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/20/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	5:0
6/4/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
6/5/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
6/5/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
6/12/2007	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	SUBSTITUTED	Pass	4:0
6/12/2007	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
6/12/2007	1	CITY CLERK	DRAFT SUBMITTED		
6/26/2007	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
6/26/2007	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
6/26/2007	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
7/3/2007	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	RECOMMENDED FOR PASSAGE	Pass	5:0
7/11/2007	1	COMMON COUNCIL	PASSED	Pass	13:1
7/18/2007	1	MAYOR	SIGNED		
7/27/2007	1	CITY CLERK	PUBLISHED		

060753 SUBSTITUTE 1

ALD. BAUMAN

A substitute ordinance relating to zoning regulations for temporary banner signs.

295-407-3-a-0 am

295-407-3-a-1 am

295-407-3-a-3 am

295-407-3-b rn

295-407-3-b cr

295-407-3-c rn

295-407-3-d rn

This ordinance provides that whenever an existing or proposed building is 4 stories or greater in height and has at least 50,000 square feet of gross floor area, the number and display area of temporary banner signs may exceed the general and zoning-district-specific limitations on such signs if certain conditions and design standards are met. In addition, the ordinance allows temporary banner signs to be placed on construction fences at vacant sites. It further provides that temporary banner signs that advertise special events at convention and exposition centers shall be exempt from limitations on the cumulative annual display period and the number of signs that may be displayed. The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Section 295-407-3-a-0, 1 and 3 of the code is amended to read:

295-407. Signs.

3. SPECIAL SIGN TYPES.

a. Temporary Banner Signs >> General << . Temporary banner signs are prohibited, except the following >> or signs permitted under par. b << , which shall be permitted provided such signs are attached or supported in accordance with the applicable provisions of s. 244-5:

a-1. Temporary banner signs for construction projects, provided such signs meet the size limitations for the zoning districts in which they are located. >> Such signs may be placed on construction fences if the site is vacant. <<

a-3. Temporary banner signs advertising special events, such as but not limited to anniversary celebrations, but not including sales promotions. Not more than 2 signs of this type may be erected on a premises in one calendar year, and the cumulative display period for such signs shall not exceed 60 days. >> A convention and exposition center shall be exempt from the time and number limitations of this subdivision for banners advertising events at the facility. <<

Part 2. Section 295-407-3-b to d is renumbered 295-407-3-c to e.

Part 3. Section 295-407-3-b of the code is created to read:

b. Temporary Banner Signs; Large Buildings. Whenever an existing or proposed building is 4 stories or greater in height and has at least 50,000 square feet of gross floor area, the number and display area of temporary banner signs may exceed the limitations of par. a and the sign limitations for the zoning district in which the building is located if the following standards are met:

b-1. The purpose of the temporary banner signs is to do either or both of the following:

b-1-a. Advertise the conversion of the building into condominium form of ownership.

b-1-b. Market a new or fully-renovated building for sale or lease.

b-2. All temporary banner signs meet the following design standards:

b-2-a. Signs permitted pursuant to this paragraph shall be rigid, board-type signs or signs made of fabric or other flexible material that are rigidly affixed to the building at all corners of each sign.

b-2-b. The display area of temporary banner signs for each building façade shall not exceed one percent of the gross area of the building facade. Signs may be mounted on a maximum of 2 building faces.

b-2-c. If the site on which the building is located contains more than one principal building, each principal building may have temporary banner signs as permitted in this paragraph.

b-2-d. On a site of 2 acres or less, the maximum display area of a temporary freestanding banner sign shall be 48 square feet. On a site larger than 2 acres, the maximum display area of a temporary freestanding banner sign shall be 96 square feet. The maximum height of all temporary freestanding banner signs shall be 14 feet. Only one temporary freestanding banner sign shall be permitted on

each site. This sign shall be in addition to temporary wall banner signs permitted under this paragraph.

b-2-e. No sign permitted pursuant to the provisions of this paragraph may face an existing building on an adjacent lot or across a public right-of-way if the sign is within 50 feet of that building.

b-3. Temporary banner signs shall not cover windows or doors, be hung on or adjacent to fire escapes or be hung over other facilities or equipment deemed necessary for the safety of the building.

b-4. All temporary banner signs shall be removed within 6 months of the date the permit for the signs was issued.

b-5. All temporary banner signs shall be maintained in good condition. Weathered or torn signs shall be removed or replaced.

b-6. Temporary banner signs shall be in compliance with any additional overlay district regulations, renewal district regulations or other applications that also apply to the site.

APPROVED AS TO FORM

Legislative Reference Bureau

Date: _____

IT IS OUR OPINION THAT THE ORDINANCE
IS LEGAL AND ENFORCEABLE

Office of the City Attorney

Date: _____

Department of City Development

LRB06485-4

JDO

05/15/2007