



## Legislation Text

---

**File #:** 101118, **Version:** 0

---

101118

ORIGINAL

091238, 070548

ALD. WITKOWIAK

An ordinance extending the expiration date of zoning code regulations relating to off-premise automatic changeable message signs.

295-407-4-d am

On March 18, 2008, the Common Council passed File Number 070548, an ordinance revising provisions of the zoning code pertaining to automatic changeable message signs. The ordinance included a sunset clause providing that these regulations would become null and void on and after March 31, 2010. This date coincided with the expected completion of a Federal Highway Administration study on the effect of commercial electronic variable message signs on driver behavior and the potential risks to traffic safety.

On March 24, 2010, the Common Council passed File Number 091238, an ordinance extending the sunset date to March 31, 2011.

This ordinance extends the expiration date of the zoning code regulations relating to off-premise automatic changeable message signs another year, to March 31, 2012, in light of the fact that the aforementioned Federal Highway Administration study has not yet been completed.

The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Part 11 of Common Council File 070548, passed March 18, 2008, and effective April 5, 2008, is amended to read:

Part 11. Section 295-407-4-d of this ordinance, pertaining to off-premise automatic changeable message signs, shall be null and void on and after March 31, ~~[[2011]]~~>>2012<<.

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: \_\_\_\_\_

LRB124292-1  
JDO  
12/17/2010