



City of Milwaukee

Meeting Minutes

ZONING CODE TECHNICAL COMMITTEE

200 E. Wells Street
Milwaukee, Wisconsin
53202

Teodros Medhin, Chair

Stuart Mukamal, Ed Richardson, Ronald Roberts

*Staff Assistant, Linda Elmer, 286-2232, lelmer@milwaukee.gov; File Specialist Charlotte
Rodriguez, 286-8797, crodri@milwaukee.gov*

Thursday, December 13, 2007

2:00 PM

Room 301-B, City Hall

Meeting convened: 2:08 P.M.

Present 4 - Medhin, Mukamal, Richardson and Roberts

Also present:

Robert Bryson - Dept. of Public Works

Dan Pomeroy, Joe Stribl and David Jasenski - Clear Channel Outdoor

Kurt Weis - Lamar Outdoor Advertising

This meeting was held in Room 301-G, rather than in Room 301-B as noted on the agenda.

1. [070548](#)

A substitute ordinance relating to revision of regulations for automatic changeable message signs.

Sponsors: Ald. D'Amato And Ald. Bohl

Ms. Silletti provided a memo (Exhibit 1) and background information on the file. At. Mukamal was concerned that the city might be pre-empted by the state, but that is not correct per Wisconsin Statutes (Exhibit 2). Mr. Roberts was concerned about enforcement if some signs can be changed once every 6 seconds, while others cannot. Mr. Richardson stated that there is currently differentiation between on-premise and off-premise signs so that could be used to explain to individuals why some signs can be changed every 6 seconds while others cannot.

Attorney Mukamal suggested that a record be made at the committee hearing to rationalize the different treatment between an off-premise and on-premise signs. Mr. Bryson noted that none of the suggestions as a result of the department's analysis of the sign at Humboldt and Oakland were incorporated into this file so that causes him some concern.

Mr. Richardson noted that there is existing regulation on sign illumination in the current code, so this file may not be consistent with that. Mr. Bryson noted that these signs emit light, rather than existing billboards which have lights shining on them. Atty. Mukamal noted that the regulation cited by Mr. Richardson refers to on-site illumination while this file refers to off-site signs.

The industry will be testing next week to see how much light these signs project. All the colors will set on the same intensity although some may appear to be brighter than others to the human eye.

Mr. Bryson and individuals from the industry discussed the brightness and perceived brightness of these signs. At. Mukamal noted that there is no linkage between the brightness of the signs and the speed of change of these signs.

Mr. Richardson does not feel that it is consistent with s. 295-409 of the zoning code as it relates to the brightness of these signs and there may be issues with administrative efficiency.

At. Mukamal moved that the file is legal and enforceable. Seconded by Mr. Richardson.

There were no objections.

Mr. Roberts moved that this file did not meet the administrative efficiency criteria of the zoning code. Seconded by Mr. Richardson. There were no objections, with Att. Mukamal abstaining.

Mr. Richardson moved that this file is not consistent with s. 295-409 (lighting) unless the file defines how to quantify the amount of light. Seconded by Mr. Roberts. There were no objections, with Att. Mukamal abstaining.

Meeting adjourned: 2:43 P.M.

Linda M. Elmer

Staff Assistant