

..Number

060753

..Version

PROPOSED SUBSTITUTE B

..Reference

..Sponsor

ALD. BAUMAN

..Title

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

..Sections

295-407-3-a-0 am

295-407-3-b rn

295-407-3-b cr

295-407-3-c rn

295-407-3-d rn

..Analysis

This ordinance provides that whenever an existing or proposed building is 12 stories or greater in height and has at least 150,000 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.

..Body

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

Part 1. Section 295-407-3-a-0 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:

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 12 stories or greater in height and has at least 150,000 square feet of gross floor area, the number and display area of temporary banner signs may exceed the limitations of par. a and the temporary banner 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 one or more of the following:

b-1-a. Offer for lease at least 50,000 square feet of space within a building of at least 150,000 square feet.

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

b-1-c. 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. Temporary banner signs made of fabric or other flexible material shall be permitted only if they meet the number and size limitations of par. a. and of the zoning district in which the premises is located.

b-2-b. The display area of temporary banner signs shall not exceed 100 square feet per building face. 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 300 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. If the building is vacant, signs may cover windows that are not required for emergency access.

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.

..LRB
APPROVED AS TO FORM

Legislative Reference Bureau

Date:_____

..Attorney

IT IS OUR OPINION THAT THE ORDINANCE
IS LEGAL AND ENFORCEABLE

Office of the City Attorney

Date:_____

..Requestor

Department of City Development

..Drafter

LRB06485-3

JDO

02/21/2007