

**City
of**

Milwaukee

LEGISLATIVE REFERENCE BUREAU

M E M O

To: Zoning Code Technical Committee Members

From: Leslie Silletti, Legislative Fiscal Analyst

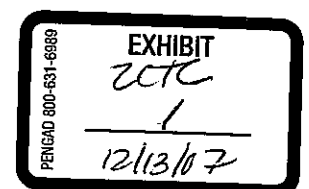
Date: December 7, 2007

Re: **History of Council File 070548, Relating to Automatic Changeable Message Signs**

In preparation for the Zoning Code Technical Committee (ZCTC) hearing scheduled 12/13/07, this memo provides a summary of Common Council, ZCTC and City Plan Commission action relating to automatic changeable message signs (refer to s. 295-407-3-c).

Previous Common Council action

1. File 060300, passed 12/12/06, sponsored by Ald. D'Amato, Zielinski and Witkowski:
This ordinance amended the Code such that signs that primarily face the freeway may be changed as frequently as once every 30 seconds. Previous to this change, all signs were required to change not more frequently than once every 60 seconds. This ordinance also created what is referred to as a "study sign," which may change as frequently as once every 6 seconds, at the southeast corner of Oakland and North Avenues for the purposes of assessing the impacts that off-premise signs which do not primarily face the freeway have on public safety and welfare. The ordinance stated the study sign shall expire 6 months after publication, at which time the Department of Public Works shall report on the operation of the sign.
2. File 070208, passed 6/19/07, sponsored by Ald. D'Amato:
This ordinance extended the expiration date of the study sign from 6 months to 7 months.
3. File 070426, passed 7/11/07, sponsored by Ald. D'Amato:
This ordinance extended the expiration date of the study sign from 7 months to November 15, 2007. The DPW study is attached to this file.
4. File 070982, passed 11/9/07, sponsored by Ald. D'Amato:
This ordinance extended the expiration date of the study sign from November 15, 2007, to June 18, 2008.



5. File 070548, in Committee, sponsored by Ald. D'Amato and Bohl:
This ordinance amends the Code such that off-premise automatic changeable message signs may be changed as frequently as once every 6 seconds, and repeals the existing 30-second provision. The file is on the 12/13 Zoning Code Technical Committee agenda, and will also be referred to the City Plan Commission for review before going to the Council's Zoning, Neighborhoods and Development committee.

Previous ZCTC/CPC action

Of these files, File 060300 was the only file required to have a ZCTC hearing. The ZCTC met on July 13, 2006, and held the file for a cycle so that questions relating to City/State authority in the case of outdoor advertising regulations could be addressed (for a summary, refer to LRB Memo attached to File 060300). The committee conducted another hearing on August 16, 2006, and found the proposed ordinance met the standards of legality, enforceability, administrative efficiency and consistency with the zoning code.

The City Plan Commission held a hearing on File 060300 on October 30, 2006, and recommended approval of the file. It based its recommendation on consistency with federal regulation standards.

The ZCTC and CPC correspondences are attached to File 060300.

c: Ald. D'Amato
Ald. Bohl
Bob Bryson
Martin Collins
Clifton Crump
Al Franitza
Vanessa Koster
Jeff Osterman
Greg Patin
Chris Rute

LRB07598
LCS