February 13, 2001

To the Honorable Common Council
   Zoning, Neighborhoods and
   Development Committee
City of Milwaukee

Dear Committee Members:

        Attached is File No. 001402 being a substitute ordinance relating to zoning regulations for off-premise signs.

        The attached substitute ordinance amends the zoning regulations as they apply to off-premise signs (billboards) to insure that new billboards will be less intrusive and have fewer adverse impacts on surrounding properties.   The ordinance is designed to respond to specific complaints resulting from the construction of several new billboards in the city.   The complaints centered on the new billboards' larger sizes, their concentration, their closeness to the street and blocked views.

        Our current regulations allow billboards ranging in size from 800 to 1400 square and spaced as close as 200 feet apart.   We also limit the height of billboards, except for roof billboards, to 35 to 60 feet depending on the zoning district and have special setback provisions from residential districts.

        The proposed ordinance would reduce the size range for billboards in commercial type districts from 800 to 300 square feet and for billboards in industrial type districts from 1400 to 672 square feet.   It would also increase the spacing between any two ground or roof billboards to 500 feet.   Height limitations and residential buffers would remain.   Other new provisions include setbacks for ground billboards from street property lines that are atleast 30 feet or equal to the sign's height which ever is greater and a restriction prohibiting a ground billboard from extending over any public or private driveway.

        A public hearing was held on February 12, 2001 at which time no objections to the proposal were expressed.

        Based on this information, the City Plan Commission, at it regular meeting of February 12, 2001 recommended the approval of the attached ordinance substitute no. 3.

                                    Sincerely,
                                    Julie A. Penman
                                    Executive Secretary
                                    City Plan Commission of Milwaukee

Attachment
File
ZTXT.LTR.doc