

February 15, 2007

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

Dear Committee Members:

File No. 060753 is a file relating to zoning regulations for temporary banner signs.

The Department of City Development initiated this file based on requests from owners of vacant downtown buildings and the development community to provide more flexibility in temporary signage for advertising lease space and new developments in the downtown and near downtown areas. This file provides that whenever an existing or proposed building is 4 stories or greater in height and has at least 50,000 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. This ordinance also provides that the number and time limitations on temporary banner signs advertising special events shall not apply to temporary banner signs displayed at convention and exposition centers and also allows temporary banner signs to be placed on construction fences.

A public hearing was held on November 20, 2006, and at this time several people from the development community spoke in support of the increase in sign area. One developer requested consideration of an increase in permitted area. Additionally, it was requested that language be added to the resolution to clarify the allowance for signage to be displayed to advertise unoccupied units in an occupied building.

Since the proposed amendment meets the standards of legality, enforceability, administrative efficiency, and consistency with the zoning code, the City Plan Commission at its regular meeting on November 20, 2006, recommended approval of the file with the additional language.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

c: LRB, Jeff Osterman
E. Richardson