

PROOF OF PUBLICATION

STATE OF WISCONSIN }
MILWAUKEE COUNTY } SS

ANN E. RICHMOND, being the first duly sworn on oath,
says that she is the publisher as of January 1, 2004, of THE DAILY
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12/21/2007 12/28/2007

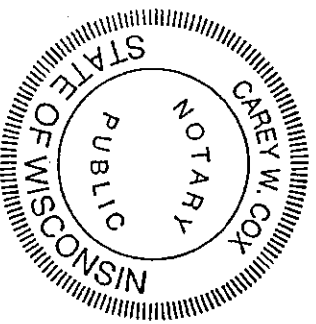
Ann E. Richmond

Subscribed and sworn to before me

December 28, 2007

Carol J. Cox

Notary Public, Milwaukee County, Wisconsin
My Commission Expires April 10, 2011



**C. NO. 65
FILE NUMBER 070548**

**OFFICIAL NOTICE
Published by Authority of
the Common Council of the
City of Milwaukee
Office of the City Clerk**

Notice is hereby given that an ordinance that was introduced at the July 11, 2007 meeting of the Milwaukee Common Council, the essence of which is as follows:

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

Whereas, in order to maintain the public safety and welfare in the city's physical environment, it is necessary to regulate off-premise signs; and

Whereas, it is appropriate to revise signage regulations due to innovations in technology, and any change in signage regulations should be assessed according to community concerns and traffic safety; and

Whereas, in 2006, the State of Wisconsin amended the statute relating to on-premise outdoor advertising signs with multiple or variable messages along interstate and federal-aid primary highways, such that those signs may contain messages which may be changed not more than once every 6 seconds; and

Whereas, Common Council File Number 060300, passed on December 12, 2006, permitted a special study sign located on the southeast corner of Oakland and North Avenues for assessing the impacts that a 6-second signage regulation for an off-premise automatic changeable message sign has on public safety and welfare; and

Whereas, the Department of Public Works issued a report in June, 2007, that did not include in its findings that this study sign impaired traffic safety or contributed to any community concerns, and the Department of Neighborhood Services has received no complaints about this sign; and

Whereas, Common Council File Number 070982, passed on November 9, 2007, extended the expiration date of this study sign to June 18, 2008; and

Whereas, Off-premise automatic changeable message signs that change not more than once every 6 seconds have no detrimental impact on public safety and welfare, are aesthetically more appealing than traditional off-premise signs and have the capability to quickly disseminate urgent public service messages; now, therefore

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

Part 1. Section 295-407-3-c of the code is repealed and recreated to read:

295-407. Signs.
3 SPECIAL SIGN TYPES.

c. Automatic Changeable Message Signs. c-1. Automatic changeable message signs shall be permitted provided messages, other than time or temper-

ture displays, are not changed more frequently than once every 60 seconds.

c-2. The display area of automatic changeable message signs shall be included in the calculation of the total display area of the applicable sign type.

c-3. Illumination shall be steady in nature, not flashing or scrolling at any time.

Part 2. Section 295-407-8-c-3 of the code is renumbered 295-407-8-c-4.

Part 3. Section 295-407-8-c-3 of the code is created to read:

8 OFF-PREMISE SIGNS.

c-3. Off-premise automatic changeable message signs shall be permitted provided messages are not changed more frequently than once every 6 seconds. These signs shall comply with the provisions of sub. 3-c-2 and 3.

Part 4. Part 2 of Common Council File 070982, passed November 9, 2007, is amended to read: Part 2 of this ordinance shall be null and void upon the effective date of Common Council File 070548.

Notice is hereby further given that the foregoing matter will be given a public hearing by the Committee on Zoning, Neighborhoods and Development in Room 301-B, City Hall, 200 East Wells Street, Milwaukee, Wisconsin, on Tuesday, January 8, 2008 at 9:00 A.M., pursuant to the provision of Sub-Section 7(k) of Section 62.23 of the Revised Statutes of the State of Wisconsin.

PLEASE NOTE a) Members of the Common Council and members of its Standing Committees who are not members of this Committee, may attend this meeting to participate or to gather information. Therefore, notice is given that this meeting may constitute a meeting of the Common Council or any of its Standing Committees, and must be noticed as such, although they will not take any formal action at this meeting.
b) If you have difficulty with the English language, you may bring an interpreter with you, at your own expense, so that you can answer questions and participate in the hearing.

d) Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language, interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998. (FAX) 286-3456. (TDD) 286-2025 or by writing to the ADA Coordinator at Room 205, City Hall 200 E Wells Street, Milwaukee, WI 53202.

e) Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, City Clerk's Office, or the first floor Information Booth in City Hall.

e) This meeting will be web-cast live at www.milwaukee.gov/channel25.

RONALD D. LEONHARDT,
City Clerk.

0700549/12-21-28