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Zoning, Neighborhoods & Development

January 22, 2008

Martin G. Collins, Commissioner
Department of Neighborhood Services
841 North Broadway Avenue, First Floor
Milwaukee, WI 53202

Dear Commissioner Collins:

Common Council File Number 070548, which will be acted on at the February 5th Common Council meeting, proposes to amend regulations relating to LED billboards (often referred to as *electronic* or *digital billboards*). The proposed ordinance includes a provision which states:

“c-4. The maximum brightness of a changeable message sign and electronic sign shall not exceed 5,000 nits (candelas per square meter) during daylight hours, or 500 nits (candelas per square meter) between dusk to dawn. The sign must have an automatic dimmer control which produces a distinct illumination change from a higher allowed illumination level to a lower allowed level for the time period between one-half hour before sunset and one-half hour after sunrise.”

You recently stated your department does not currently possess equipment that is capable of measuring brightness according to the standards included in the proposed ordinance. We request that you provide in writing the cost of acquiring instruments capable of enforcing this section, how many instruments the department would need to purchase, and the personnel hours and cost associated with training and preparing staff to enforce this provision.

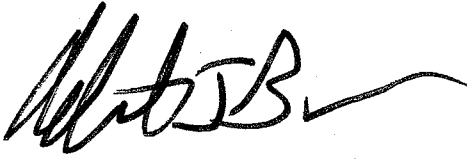
We also request that the department elaborate on how it will measure brightness to ensure this section is appropriately and uniformly enforced, notwithstanding the variations in technology between LED billboards, locations of LED billboards and any other pertinent variables. Please elaborate on the standard for enforcing brightness of LED billboards, and how the department will implement this standard for enforcement of this section, and include information relating to how to take a proper reading of brightness, including distance and angle from sign per time of day, etc.

As this matter is currently before the Common Council, your timely attention is requested.

Respectfully,



MICHAEL J. MURPHY
Alderman, 10th District



ROBERT J. BAUMAN
Alderman, 4th District