

..Number
060753
..Version
PROPOSED SUBSTITUTE A
..Reference

..Sponsor
THE CHAIR

..Title
A substitute ordinance relating to zoning regulations for temporary banner signs.

..Sections
295-407-3-a-0 am
295-407-3-a-1 am
295-407-3-a-3 am
295-407-3-b rn
295-407-3-b cr
295-407-3-c rn
295-407-3-d rn

..Analysis
This ordinance 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. In addition, it allows temporary banner signs to be placed on construction fences.

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.

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

Part 1. Section 295-407-3-a-0, 1 and 3 of the code is amended to read:

295-407. Signs.

3. SPECIAL SIGN TYPES.

a. Temporary Banner Signs > > ; General< < . Temporary banner signs are prohibited, except the following > > or signs permitted under par. b< < , which shall be permitted provided such signs are attached or supported in accordance with the applicable provisions of s. 244-5:

a-1. Temporary banner signs for construction projects, provided such signs meet the size limitations for the zoning districts in which they are located. > > Such signs may be placed on construction fences.< <

a-3. Temporary banner signs advertising special events, such as but not limited to anniversary celebrations, but not including sales promotions. Not more than 2 signs of this type may be erected on a premises in a calendar year, and the cumulative display period for such signs shall not exceed 60 days. > > Temporary banner signs displayed at convention and exposition centers shall not be subject to these number and time limitations.< <

Part 2. Section 295-407-3-b to d is renumbered 295-407-3-c to e.

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

b. Temporary Banner Signs; Large Buildings. 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 limitations of par. a and the temporary banner sign limitations for the zoning district in which the building is located if the following standards are met:

b-1. The purpose of the temporary banner signs is to do one or more of the following:

b-1-a. Announce the rehabilitation or renovation of an existing structure.

b-1-b. Offer for lease at least 10,000 square feet of space.

b-1-c. Advertise the conversion of the building into condominium form of ownership.

b-1-d. Market a future building or a new or fully-renovated building for sale or lease.

b-2. All temporary banner signs meet the following design standards:

b-2-a. Signs may be either rigid, board-type signs or of fabric construction, but shall be rigidly affixed to the building at all corners of each sign.

b-2-b. The display area of temporary banner signs shall not exceed 600 square feet per building face. Signs may be mounted on a maximum of 2 building faces.

b-2-c. If the site on which the building is located contains more than one principal building, each principal building may have temporary banner signs as permitted in this paragraph.

b-2-d. On a site of 2 acres or less, the maximum display area of a temporary freestanding banner sign shall be 72 square feet. On a site larger than 2 acres, the

maximum display area of a temporary freestanding banner sign shall be 150 square feet. The maximum height of all temporary freestanding banner signs shall be 14 feet. Only one temporary freestanding banner sign shall be permitted on each site. This sign shall be in addition to temporary wall banner signs permitted under this paragraph.

b-2-e. No sign permitted pursuant to the provisions of this paragraph may face an existing building on an adjacent lot if the sign is within 30 feet of that building.

b-3. Temporary banner signs shall not cover windows or doors, be hung on or adjacent to fire escapes or be hung over other facilities or equipment deemed necessary for the safety of the building. If the building is vacant, signs may cover windows that are not required for emergency access.

b-4. All temporary banner signs shall be removed within one year of the date the permit for the signs was issued.

b-5. All temporary banner signs shall be maintained in good condition. Weathered or torn signs shall be removed or replaced.

b-6. Temporary banner signs shall be in compliance with any additional overlay district regulations, renewal district regulations or other applications that also apply to the site.

..LRB

APPROVED AS TO FORM

Legislative Reference Bureau

Date:_____

..Attorney

IT IS OUR OPINION THAT THE ORDINANCE
IS LEGAL AND ENFORCEABLE

Office of the City Attorney

Date:_____

..Requestor

Department of City Development

..Drafter

LRB06485-2

JDO

10/12/2006