

*Changeable message*

**From:** Leslie SILLETTI  
**To:** D'AMATO, Michael  
**Date:** 8/24/2006 11:31:49 AM  
**Subject:** ZCTC committee: Ordinance relating to automatic changeable message signs

Hello Ald. D'Amato:

I am writing to provide a summary of some of the commentary at the Zoning Code Technical Code committee meeting. The ordinance passed the committee, and will next go before the City Plan Commission and the Council's Zoning committee. You should receive a letter detailing such from Ted Medhin, ZCTC committee chair.

Asst. City Attorney Stuart Mukamal stated the ordinance is legal and enforceable. Though the issue of safety was not a matter of the ZCTC committee, each member of the committee expressed his concern that this ordinance might lead to increased distracted driving and a greater propensity for accidents. Bob Bryson (Traffic Control Engineer V, DPW) cited a number of research studies that have concluded such, and Ron Roberts (DNS) mentioned a study in Ald. Puente's district relating to the problems that signs are causing on 76th Street.

The questions that were raised at the last ZCTC meeting have been addressed, and here is a summary of those:

1) Asst. City Attorney Mukamal wanted to know if the City of Milwaukee had the authority to impose stricter standards than those imposed at the state level; i.e., does the City have preemptive authority. The answer, provided by the WIDOT, is: yes, the City can impose stricter standards with regard to message signs (refer to page 5 and Attachment 5 of the memo).

2) What roads does the new statute apply to and which roads do the City's ordinance apply to? The statute only applies to interstates and federal-aid primary highways (refer to Attachment 2 of memo), the City Code applies to all other City roadways. As stated in the memo on page 4 "Safety Concerns", and as articulated by Bob Bryson, state law and city code apply to different types of roads, and have different safety considerations.

Please do not hesitate to contact me with questions, as they relate to this ordinance or matters discussed at the ZCTC committee.

Thank you.

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