



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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May 5, 2015

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 141887 relates to the frequency for changing the messages on the on-premise automatic changeable message signs. Common Council File Number 091319, an ordinance relating to regulations for on-premise automatic changeable message signs, passed on March 24, 2010, changed the maximum frequency for changing the display area of an on-premise automatic changeable message sign from once every 60 seconds to once every 30 seconds. The ordinance also included a provision that within 4 ½ years of April 10, 2010, the commissioner of public works evaluate the traffic-safety impacts of the ordinance's increase in the maximum allowable frequency of message changes on an on-premise automatic changeable sign and report the findings of this evaluation to the common council. In addition, the ordinance included a sunset provision that the 30-second provision would become null and void 5 years after April 10, 2010, (April 10, 2015), unless reauthorized by the common council. Thus, the 30-second provision expired April 10, 2015. This file reestablishes the 30-second provision.

The Zoning Code Technical Committee met on April 8, 2015 and found that the file was legal and enforceable, administratively efficient and consistent with the format of the zoning code.

At its regular meeting on May 4, 2015, some commissioners asked the Dept. of Public Works (DPW) questions regarding whether there were report findings or data to demonstrate that the 30-second provision was more appropriate than the 60-second provision. DPW stated that it is difficult to evaluate because not all signs follow the current 60-second provision. The City Plan Commission at its regular meeting on May 4, 2015, recommended that the proposed text change be placed on file since there wasn't data or additional information to support the 30-second provision.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

c: E. Richardson

