

October 31, 2006

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

File No. 060300 is a file relating to automatic changeable message signs. Currently, automatically changeable message signs may not be changed more frequently than once every 60 seconds. Under this file, such signs may not be changed more frequently than once every 6 seconds.

A public hearing was held at the October 30, 2006 City Plan Commission meeting. At this meeting, DPW expressed concern with regard to safety implications and distractions of having signs change too frequently along city streets, particularly at intersections. A video of billboards and new LED signs was shown to provide the audience with an understanding of the types. Representatives from both Lamar and Clear Channel stated that most changeable message signs would change similar to a slide show versus by means of flashing. They also indicated that this standard is consistent with approximately 30 other municipalities and allows for more promotion. Since the proposed file is consistent with Federal regulation standards, City Plan Commission at its regular meeting on October 30, 2006, recommended approval of the file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

c: E. Richardson