

December 14, 2007

The Honorable
Members of the Zoning, Neighborhoods and Development Committee

Honorable Members:

Pursuant to s. 295-307-7-b of the Milwaukee Code of Ordinances, the Zoning Code Technical Committee, on December 13, 2007, reviewed Common Council File Number 070548, a substitute ordinance relating to revision of regulations for automatic changeable message signs.

Based on this review, the Committee found as follows:

- With respect to legality and enforceability, the proposed ordinance meets this standard.
- With respect to administration efficiency, the Department of Neighborhood Services' representative on the Committee indicated that the different regulations for on-premises signs and off-premises signs will create enforcement problems.
- With respect to consistency with the format of the zoning code, the Department of City Development's representative on the Committee indicated that the proposed ordinance may not be consistent with certain provisions of the zoning code, particularly s. 295-409 of the Code of Ordinances, relating to on-site lighting/illumination as it relates to the brightness of the automatic changeable message signs. It was also indicated that the proposed ordinance also needs to include a way of measuring the amount of lighting.

Respectfully Submitted,

Teodros W. Medhin, Ph.D.
Chair, Zoning Code Technical Committee