

February 16, 2009

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

Dear Committee Members:

File No. 080083 amends the Near West Side Comprehensive Area Plan to prohibit the use of off-premise automatic changeable message signs due to traffic safety and community aesthetics.

The Near West Side Comprehensive Area Plan was approved by the Common Council in file number 031371, on March 19, 2004.

At its regular meeting on February 16, 2009, the City Plan Commission recommended approval of the subject file, conditioned on revising the resolution to read "Discourage the use of off-premise electronic changeable message signs due to traffic safety and community aesthetics" and inserting the amendment language on page 46 under Use Policies in Chapter 3 of the Near West Side Comprehensive Plan.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: M. Pandazi