

March 8, 2010

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

Dear Committee Members:

File No. 091319 relates to regulations for on-premise automatic changeable message signs.

This file changes 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.

Within 4 ½ years of the effective date of this ordinance, the commissioner of public works shall evaluate the traffic-safety impacts of this ordinance's increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign and report the findings of this evaluation to the common council. The ordinance shall be null and void 5 years after its effective date unless reauthorized by the common council.

The Zoning Code Technical Committee (ZCTC) met on February 10, 2010 and reviewed the original ordinance. ZCTC decided that the proposed ordinance met the standards of legality and enforceability, administrative efficiency, and consistency with the format of the zoning code.

Since the proposed amendment meets the standards of legality, enforceability, administrative efficiency, and consistency with the zoning code, the City Plan Commission at its regular meeting on March 8, 2010, recommended approval of the file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

c: E. Richardson