


**City  
of  
Milwaukee**

*INTERDEPARTMENTAL CORRESPONDENCE  
LEGISLATIVE REFERENCE BUREAU*

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## **M E M O**

**To:** Members of the Licenses Committee  
**From:** Richard Withers, Legislative Research Analyst   
**Date:** January 23, 2007  
**Re:** Cost of Signage on Junk Vehicles

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At the request of Ald. Puente, a survey was conducted to determine the cost of applying signage to vehicles in which junk is collected by a licensed junk dealer or collector.

Three sign companies were surveyed in the Milwaukee area. The companies were asked to provide estimates of the least expensive costs of installation of signs that met the following specifications:

Lettering must be at least 3 inches high;

The sign will include the name of the licensee, phone number of the licensee and a statement, "City of Milwaukee Junk License" together with the 3-digit license number; and

The sign will be placed on both sides of the vehicle.

The costs of vinyl lettering (peel and stick, outdoor grade quality) and of magnetic lettering was largely equivalent. Installation of single-color signs by the sign companies would cost between \$75 and \$100 per vehicle.

The signs would cost between \$50 and \$55 per vehicle if self installed.

Multi-color signs with logos or graphics would cost approximately \$300 per vehicle.

LRB061035-memo  
RLW  
1/23/2007