

March 8, 2010

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

Dear Committee Members:

File No. 091238 extends the expiration date of zoning code regulations relating to off-premise automatic changeable message signs.

On March 18, 2008, the Common Council passed Common Council File 070548, thereby revising that portion of the zoning code pertaining to automatic changeable message signs. Included in these revisions were eight conforming conditions for the operation of off-premise electronic and tri-vision automatic changeable message signs.

A sunset clause was included whereby these zoning code provisions pertaining to off-premise electronic and tri-vision automatic changeable message signs shall become null and void on and after March 31, 2010. This date coincided with the expected completion of a federal highway administration study on the effect of commercial electronic variable message signs on driver behavior and the potential risks to traffic safety.

This file extends the expiration date of these zoning code regulations relating to off-premise automatic changeable message signs to March 31, 2011. The aforementioned federal highway administration study is in the final stages of completion, and this extension will allow the department of public works necessary time to assess and recommend any revisions to the zoning code consistent with this report.

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