

for file

Alderman Michael S. D'Amato  
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-----Original Message-----

From: Robert W. Bryson [<mailto:rbryso@mpw.net>]  
Sent: Monday, June 04, 2007 5:02 PM  
To: D'Amato, Michael  
Cc: Wantoch, Clark (Contact); Polenske, Jeffrey (Contact)  
Subject: Billboard Ordinance

Alderman D'Amato:

Now that the 6 month trial program for the LED billboard at Oakland and North has come to a close, we will begin assembling the assesment of the impacts of the sign. At the completion of the six months, we will assemble accident data for the intersection and approaches. Although three years of accident data typically is need to evaluate the impact of any change, we will provide the six month results as part of the report. Are there any other elements in particular you would like addressed in the report?

Since we are able to obtain six months of accident data at this point in time, we should be able to have the report requested by Common Council for the ZND meeting on July 3. Therefore, we concur that an extension of authorization to operate the sign until action is taken after production of that report would be appropriate.

Bob

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