

January 31, 2011

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 101118 extends the expiration date of zoning code regulations relating to off-premise automatic changeable message signs.

On March 18, 2008, the Common Council passed File Number 070548, an ordinance revising provisions of the zoning code pertaining to automatic changeable message signs. The ordinance included a sunset clause providing that these regulations would 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. On March 24, 2010, the Common Council passed File Number 091238, an ordinance extending the sunset date to March 31, 2011.

This file extends the expiration date of the zoning code regulations relating to off-premise automatic changeable message signs another year, to March 31, 2012, in light of the fact that the aforementioned Federal Highway Administration study has not yet been completed.

On January 5, 2011, the Zoning Code Technical Committee (ZCTC) met, and ZCTC determined that its criteria with regard to administration efficiency and consistency with the format of the zoning code were met.

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 January 31, 2011, recommended approval of the file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

c: E. Richardson