

October 23, 2001

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

Dear Committee Members:

Attached is File No. 010732 being a substitute ordinance relating to sign regulations in central business districts.

The attached substitute ordinance amends the zoning regulations as they apply to projecting signs in the downtown area. The ordinance is a follow-up to amendments that were adopted late last year for downtown signage and uses the same method of permitting without restriction individual letter projecting signs but restricting other types of projecting signs to a maximum of 25 square feet. Projecting signs not meeting the size standard become special uses requiring the approval of the Board of Zoning Appeals.

The ordinance adds projecting signs to the types of signs permitted in the C9A (High Density Residential), C9D (Civic Activity) and C9E (Major Retail) subdistricts and also removes two obsolete provisions that prohibit the location of projecting signs on Wisconsin Avenue and Kilbourn Avenue. Under this proposal, projecting signs in these three subdistricts would follow the same standards as the rest of the downtown area.

A public hearing was held on October 22, 2001 at which time no objections to the proposal were expressed.

Based on this information, the City Plan Commission, at its regular meeting of October 22, 2001 recommended the approval of the attached substitute ordinance.

Sincerely,

Julie A. Penman
Executive Secretary
City Plan Commission of Milwaukee

Attachment
File

ZTXT.LTR.doc