



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Rocky Marcoux**  
Commissioner  
marco@milwaukee.gov

**Martha L. Brown**  
Deputy Commissioner  
mbrown@milwaukee.gov

August 18, 2015

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

Dear Committee Members:

File No. 150280 relates to the regulations of automatic changeable message signs. This file (Proposed Substitute B, the most current version at the time of City Plan Commission) establishes the following regulations for on-premise automatic changeable message signs:

1. Prohibits signs within 35 feet of most residential property (RO1 and RO2 are exempted).
2. Requires signs face away from residential properties.
3. Sets daytime and nighttime illumination limits of 465 and 28 lumens, respectively.
4. Prohibits spill light and glare lighting nuisances.
5. Prohibits interference with the clear visibility of traffic control signals.
6. Requires signs be equipped with automatic dimmer/shut-off and freeze display mechanisms in case of malfunction.

The Zoning Code Technical Committee met on June 24, 2015 and found that the file was legal and enforceable. However, the file as written at the time of this meeting (Substitute 1 and Proposed Sub A) did not meet the standards of being administratively efficient and consistent with the format of the zoning code. There were concerns that the file, as written, would inadvertently create conflicts and inconsistencies in other parts of the Code of Ordinances. Since the time that ZCTC met, a Proposed Substitute B (text reflected above) was drafted to clarify a few of the items within the ordinance. However, further vetting of the ordinance is still necessary, and DCD staff will continue to work with the Legislative Reference Bureau (LRB) on this proposed text change.

A public hearing was held on August 17, 2015. At that time, Ed Richardson of DCD and Aaron Cadle of LRB spoke about the intent of the file and stated that the file language will be finalized prior to the Zoning, Neighborhoods and Development Committee meeting. Given this, the City Plan Commission at its regular meeting on August 17, 2015 recommended approval of the file conditioned on staff continuing to work with LRB on final text.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

c: E. Richardson

