



## Legislation Text

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**File #:** 091319, **Version:** 0

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091319  
ORIGINAL

ALD. DAVIS

An ordinance relating to regulations for on-premise automatic changeable message signs.

295-407-4-c

This ordinance changes the maximum frequency for changing the display area of an on-premise automatic changeable message sign from once every 60 seconds to once every 30 seconds.

Within 4 ½ years of the effective date of this ordinance, the commissioner of public works shall evaluate the traffic-safety impacts of this ordinance's increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign and report the findings of this evaluation to the common council. The ordinance shall be null and void 5 years after its effective date unless reauthorized by the common council.

Whereas, The Common Council finds that an increase in the maximum frequency for changing the message on an on-premise automatic changeable message sign from once every 60 seconds to once every 30 seconds is a reasonable regulatory change in that a 30-second frequency is more consistent with the maximum allowable frequency for changing the message on an off-premise automatic changeable message sign (8 seconds) and that a change to a 30-second frequency is likely to facilitate commerce and public-service messages without substantially harming the public health, safety and welfare; and

Whereas, To the extent that passing motorists view the messages displayed on on-premise automatic changeable message signs, the frequency at which the messages on these signs change may have an impact on traffic safety; and

Whereas, The Common Council finds that the traffic-safety impacts of any increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign should be carefully monitored and analyzed; and

Whereas, The Common Council finds that a period of 4 ½ years is of sufficient duration to permit City staff to conduct a meaningful analysis of the traffic-safety impacts of an increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign; now, therefore

The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Section 295-407-4-c of the code is amended to read:

**295-407. Signs.**

4. AUTOMATIC CHANGEABLE MESSAGE SIGNS.

c. The display area, other than time and temperature displays, and each portion thereof may be changed not more frequently than once every ~~[[60]]~~ >>30<< seconds.

Part 2. Within 4 ½ years of the effective date of this ordinance [city clerk to insert date], the commissioner of public works shall evaluate the traffic-safety impacts of this ordinance's increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign and report the findings of this evaluation to the common council. This ordinance shall be null and void 5 years after its effective date [city clerk to insert date] unless reauthorized by the common council.

APPROVED AS TO FORM

\_\_\_\_\_  
Legislative Reference Bureau

Date: \_\_\_\_\_

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

\_\_\_\_\_  
Office of the City Attorney

Date: \_\_\_\_\_

LRB10021-1  
JDO  
01/20/2010