



## Legislation Text

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File #: 070982, Version: 1

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070982  
SUBSTITUTE 1  
070426  
ALD. D'AMATO

A substitute ordinance extending the expiration date of the special study provision for the automatic changeable message sign located on the southeast corner of Oakland and North Avenues.

295-407-3-c am

On December 12, 2006, the Common Council passed Common Council File 060300, which established a special study sign to assess the future applicability of a 6-second signage regulation for off-premise signs which do not primarily face the freeway. The study involves the off-premise sign at the southeast corner of Oakland and North Avenues, in the 3<sup>rd</sup> aldermanic district, and provides for the sign to change not more frequently than once every 6 seconds, and for a period not longer than 6 months following passage and publication of the ordinance.

Common Council File 070426 was passed July 11, 2007, which extended the expiration date of the study sign to November 15, 2007. This ordinance further extends the expiration date of the study sign to June 18, 2008, so that the Department of Public Works may have more time to assess the study sign's impact on public safety and welfare.

Whereas, On December 12, 2006, the Common Council passed Common Council File 060300, an ordinance relating to automatic changeable message signs; and

Whereas, File 060300 established a special study sign located on the southeast corner of Oakland and North Avenues for purposes of assessing the impacts that changeable off-premise signs which do not primarily face the freeway have on public safety and welfare; and

Whereas, File 070426 extended the expiration date of this study sign to July 11, 2007; and

Whereas, Further extension of the expiration date of this study sign will provide for greater opportunity to study the impacts it has on public safety and welfare; and

Whereas, A report issued by the Department of Public Works suggested that extending the expiration date of the study sign will have no detrimental impact to public safety and welfare; now, therefore

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

Part 1. Part 3 of Common Council File 060300, passed December 12, 2006, and amended July 11, 2007, is further amended to read:

Part 2 of this ordinance shall be null and void ~~[[November 15, 2007]]~~ >>June 18, 2008<<.

APPROVED AS TO FORM

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Legislative Reference Bureau

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

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

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Office of the City Attorney

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

LRB07541-2

LCS

10/30/07

Clerical correction -- 11/19/07 -- jro