



Legislation Text

File #: 080083, **Version:** 1

080083
SUBSTITUTE 1
031371
ALD. BAUMAN

Substitute resolution amending the Near West Side Area Comprehensive Plan.

This resolution amends the Near West Side Area Comprehensive Plan to discourage the use of off-premise automatic changeable message signs due to traffic safety and community aesthetics.

Whereas, The Near West Side Area Comprehensive Plan was approved by the Common Council in File Number 031371, on March 19, 2004; and

Whereas, Approval of the plan established the plan as a guide for the City regarding future use and development of the area, to encourage common understanding and coordination among levels of government and private interests, and to facilitate implementation of the plan; and

Whereas, It is necessary for the promotion and preservation of the public health, safety, welfare and aesthetics of the community that off-premise signs be regulated according to location, size, maintenance and operation; and

Whereas, Furthermore, the location of off-premise automatic changeable message signs is of concern in terms of public traffic safety and community aesthetics with respect to the Near West Side, and it is necessary, therefore, to amend the Near West Side Area Comprehensive Plan in light of the effect of these signs; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Near West Side Area Comprehensive Plan is amended as follows:

On Page 55, in Chapter 3, Land Use Policy, under Transportation and Infrastructure, Use Policies, add a separate statement to read: "Discourage the use of off-premise automatic changeable message signs due to traffic safety and community aesthetics."

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MET
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