

City of Milwaukee

Office of the City Clerk

200 E. Wells Street
Milwaukee, Wisconsin 53202

Certified Copy of Resolution

FILE NO: 080083

Title:

Substitute resolution amending the Near West Side Area Comprehensive Plan.

Body:

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."



I, Ronald D. Leonhardt, City Clerk, do hereby certify that the foregoing is a true and correct copy of a(n) Resolution Passed by the COMMON COUNCIL of the City of Milwaukee, Wisconsin on March 3, 2009, published on January 23, 2009.



Ronald D. Leonhardt

March 24, 2009

Date Certified