

Reply to Common Council File No. 010240

From DOA-Budget and Management Division

June 12, 2001

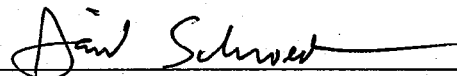
Ref: 01013

Common Council file 010240 contains a substitute ordinance relating to corporate sponsorship signage on public properties or facilities. The ordinance creates a boulevard gateway signage program under which the city will accept proposals from private companies to create greeting signs to be placed on the median strips of "gateway" boulevards and other portions of the public right-of-way.

Signs created under this program shall conform to the relevant sections of the zoning code and the Common Council shall approve their location, appearance, content, and placement by resolution. The Department of Public Works – Forestry Division shall, when necessary, make a request for proposals from companies involved in the design and construction of appropriate signs.

This program creates a vehicle for the City of Milwaukee to have welcoming greeting signage installed along highly viewable right-of-ways. In addition, the program would become a source of revenue for the City.

**RECOMMENDATION: APPROVE COMMON COUNCIL FILE 010240 WHICH
CREATES A BOULEVARD GATEWAY SIGNAGE PROGRAM.**



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