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**Title:** Resolution approving in principle the Marquette University Campus Identity and Beautification Plan. (DCD)

**Sponsors:** ALD. HENNINGSEN

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**Attachments:**

Date	Ver.	Action By	Action	Result	Tally
10/9/1998	0	COMMON COUNCIL	ASSIGNED TO		
10/9/1998		PUBLIC WORKS COMMITTEE	REFERRED TO		
11/4/1998	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
11/11/1998	0	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	4:0
11/24/1998	0	COMMON COUNCIL	ADOPTED	Pass	16:0
12/7/1998	0	MAYOR	SIGNED		

980915  
ORIGINAL

ALD. HENNINGSEN  
Resolution approving in principle the Marquette University Campus Identity and Beautification Plan. (DCD)  
- Analysis -

Marquette University recently completed a new Master Plan for its campus. One part of that Plan is a Campus Identity and Beautification Plan which addresses the public appearance of the campus buildings and open spaces and how those buildings and spaces relate to the adjacent public streets. The Plan does not call for the closing of any public streets, but does recommend plantings, lighting, identifying monuments, and intersection modifications within existing public rights-of-way.

Because implementing these improvements will require cooperative action by the City of Milwaukee and the University, Marquette has submitted the Campus Identity and Beautification Plan for approval in principle by the City. This resolution grants approval in principle to the Plan while reserving to the City the right to request modifications, and directs the Department of City Development and the Department of Public Works to work with Marquette University on project development agreements to implement the Campus Identity and Beautification Plan. Whereas, The City of Milwaukee considers Marquette University an important community and educational asset to the residents of the City of Milwaukee; and

Whereas, Marquette University contributes \$436 million annually to the economy of the City of Milwaukee, attracts thousands of visitors to its campus each year who spend an estimated \$16.7 million in the Milwaukee area, and employs more than 2,000 Milwaukee-area residents; and

Whereas, Marquette University is a key institution in the Avenues West neighborhood and acts as one of the primary gateways to downtown Milwaukee; and

Whereas, Marquette University has invested greater than \$50 million in the near-campus and Avenues West neighborhoods through the efforts of its Campus Circle Project; and

Whereas, Such efforts have contributed to the already vigorous redevelopment of the Avenues West neighborhood, including increased property values, greatly reduced crime, and improved quality of life; and

Whereas, The Marquette University Campus Identity and Beautification Plan is the next major initiative of Marquette University to encourage neighborhood and campus development; and

Whereas, The City of Milwaukee believes that such Plan will contribute to the continued economic development of the Avenues West neighborhood and to the continued success of Marquette University; and

Whereas, The Departments of City Development and Public Works, the Office of the Mayor, local community groups, neighborhood institutions, and others have worked closely with Marquette University to develop the principles and concepts of the Campus Identity and Beautification Plan; and

Whereas, Such Plan is based on Wisconsin Avenue remaining open and continuing to serve as the front door to the University; and

Whereas, The Campus Identity and Beautification Plan proposes streetscape improvements, including upgraded pedestrian crosswalks and intersection treatments, for the Wisconsin Avenue corridor through the Campus; and

Whereas, The Campus Identity and Beautification Plan includes the removal of the island at the intersection of North 12th Street and West Wisconsin Avenue; and

Whereas, The Plan also involves substantial tree planting in the median and along the sidewalks of West Wisconsin Avenue, the placement of new pedestrian and vehicular lighting on West Wisconsin Avenue and North 12th Street, the creation of entryway markers at the vehicular and pedestrian entrances to the Campus, and other general improvements to the Campus neighborhood; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee approves in principle the Marquette University Campus Identity and Beautification Plan, drawings of which are attached to this Common Council File; and, be it

Further Resolved, That the Common Council directs the Department of City Development and the Department of Public Works to continue to work with Marquette University, both in the creation of specific development agreements between the City of Milwaukee and Marquette University, and in the Plan's eventual implementation; and, be it

Further Resolved, That the City of Milwaukee reserves the right to request modifications to the Campus Identity and Beautification Plan, as such Plan affects the public right-of-way; and, be it

Further Resolved, That the City Clerk is authorized and directed to send a certified copy of this resolution to Marquette University.

DCD/BOC/boc  
10/09/98/A