



Legislation Details (With Text)

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**Title:** Resolution amending Common Council File Number 980393 to permit the placement of 3 enhanced transit shelters with advertising on the periphery of the Midtown Center retail development.

**Sponsors:** ALD. HERRON

**Indexes:** ADVERTISING, BUS SHELTERS, MILWAUKEE COUNTY

**Attachments:** 1. FISCAL NOTE.pdf

Date	Ver.	Action By	Action	Result	Tally
1/22/2002	0	COMMON COUNCIL	ASSIGNED TO		
1/25/2002	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
1/30/2002	0	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	4:0
2/12/2002	0	COMMON COUNCIL	ADOPTED	Pass	16:0
2/21/2002	0	MAYOR	SIGNED		

01366  
ORIGINAL  
980393  
ALD. HERRON

Resolution amending Common Council File Number 980393 to permit the placement of 3 enhanced transit shelters with advertising on the periphery of the Midtown Center retail development.

This resolution amends Common Council File Number 980393 to increase the maximum number of enhanced transit shelters permitted under a pilot Milwaukee County transit shelter replacement program. This amendment would permit the placement of 3 internally-illuminated transit shelters with advertising on the periphery of the Midtown Center retail development, located north of West Capitol Drive and east of North 60<sup>th</sup> Street.

Whereas, On October 9, 1998, the Milwaukee Common Council adopted File Number 980393, a resolution to permit advertising on Milwaukee County bus shelters as part of a Milwaukee County pilot program to replace certain bus shelters with high-quality, durable structures that are illuminated from within and have not more than one 2-sided illuminated advertising panel per shelter; and

Whereas, File Number 980393 specified that this pilot program would involve between 25 and 50 bus shelters in the city of Milwaukee; and

Whereas, The site of the former Capitol Court shopping center, located north of West Capitol Drive and east of North 60<sup>th</sup> Street, is currently being redeveloped into a major new retail development known as "Midtown Center"; and

Whereas, It is anticipated that a significant portion of Midtown Center customers will use public transportation to travel to this development; and

Whereas, The Midtown Center site is presently served by 4 heavily-used bus routes; and

Whereas, The appearance of the Midtown Center development and the safety of Midtown Center's customers would be enhanced by the placement of illuminated transit shelters along the periphery of the development; and

Whereas, It is anticipated that Midtown Center will be provided with 3 enhanced transit shelters; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that Common Council File Number 980393 is amended by striking the number "50" from the "Resolved" clause of this resolution and replacing it with the number "53," for the purpose of allowing the installation of 3 enhanced transit shelters on the periphery of the Midtown Center retail development.

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JDO  
1/16/02