



## Legislation Text

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**File #: 980393, Version: 5**

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980393

SUBSTITUTE 5

76-1872-a

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Substitute resolution authorizing enhanced transit shelters at certain locations in the City of Milwaukee.

- Analysis -

In 1977, the City of Milwaukee and Milwaukee County entered into an agreement relating to the erection and maintenance of bus passenger shelters in the city, which included a condition prohibiting any advertising on shelters. On June 20, 1996, the County Board adopted a resolution to repeal the ban on shelter ads but continuing to prohibit ads for tobacco and alcohol products. The County cannot initiate advertising on bus shelters in the city unless and until the Common Council likewise amends its policy.

In order to increase the safety of transit riders, as well as improve the aesthetic appeal of transit shelters and reduce vandalism, Milwaukee County is desirous of replacing certain bus shelters with high quality, durable structures that are illuminated from within, with not more than one 2-sided illuminated advertising panel per shelter.

This resolution amends the City's policy on bus shelters to permit advertising on new, enhanced transit shelters on a pilot basis.

Whereas, The Common Council adopted File Number 76-1872-a on June 14, 1977, a resolution authorizing the Commissioner of Public Works to grant permits to Milwaukee County for the erection and maintenance of bus passenger shelters in the public way at various locations within the City of Milwaukee, in accordance with certain procedures and conditions; and

Whereas, Those conditions included a proviso in the "Resolved Clause" which reads as follows:

"5. That the County and its personal representatives will not construct any structure other than the bus passenger shelters on the site of the shelters, and no advertising will be placed or allowed to be placed on said shelters, excepting information relating to the bus transit system."

; and

Whereas, File Number 76-1872-a also specified that the resolution was "granted only on condition that the Milwaukee County Board of Supervisors adopt a resolution approving and accepting the conditions set herein"; and

Whereas, On July 3, 1977, the County Board adopted File Number 77-582, agreeing to all conditions imposed by the City, including the prohibition on bus shelter advertising; and

Whereas, On June 20, 1996, the County Board adopted File Number 95-888(a)(a), a resolution repealing the ban on bus shelter advertising but continuing to prohibit shelter ads for tobacco and alcohol products; and

Whereas, Although the County Board approved this change in County policy to allow bus shelter advertising on Milwaukee County bus shelters with a prohibition on tobacco and alcohol advertising, the County cannot proceed with such advertising on shelters located in the City of Milwaukee unless and until the Common Council likewise amends its policy by resolution; and Common Council likewise amends its policy; and

Whereas, In order to increase the safety of transit riders, as well as improve the aesthetic appeal of transit shelters and reduce vandalism, Milwaukee County is desirous of replacing certain bus shelters with high quality, durable structures that are illuminated from within, with not more than one 2-sided illuminated advertising panel per shelter; and

Whereas, Similar new transit shelter designs have been introduced in other major cities, including New York, Philadelphia and Las Vegas, providing a clean, attractive appearance and enhancing the physical safety and security of persons waiting for buses; and

Whereas, Milwaukee County is negotiating with the private sector for an agreement whereby enhanced shelters with one 2-sided illuminated advertising panel would be provided at certain agreed upon locations; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that provisions relating to the approval of locations of bus shelters within the public way, the payment of certain charges, and the prohibition on all bus shelter advertising as set forth in items #1, 3 and 5 of the "Resolved" clause Resolution File Number 76-1872-a, adopted June 14, 1977, are amended to permit advertising on certain bus shelters as a pilot project involving between 25 and 50 shelters in the city with the following conditions or recommendations:

1. Advertising of tobacco and alcohol products on bus shelters in the city shall continue to be prohibited.
2. Advertising on bus shelters in the city shall be limited to not more than one 2-sided illuminated advertising panel per shelter.

3. Ten percent of the total number of shelters that are installed under the pilot project, or their equivalent, shall include public art subject to the review of the Milwaukee Arts Board.
4. Bus shelters with such advertising shall be maintained in a clean and graffiti-free condition by Milwaukee County or the enhanced shelter contractor, at no cost to the City.
5. Authority to permit advertising on bus shelters in the city shall be on a pilot basis for 2 years only, commencing with the implementation of the plan by the Milwaukee County Transit System.
6. The enhanced shelters shall be placed at locations determined by the Milwaukee County Transit System in consultation with those directly affected by the location of the shelters.
7. Milwaukee County shall pay a one-time fee of \$100 per bus shelter to the City of Milwaukee for shelters authorized under this resolution for purposes of reimbursing the City for administrative and inspectional services relating to this pilot project.
8. The Milwaukee County Board shall submit a written status report to the Common Council no later than 21 months after the commencement of the pilot project, evaluating the implementation of enhanced transit shelters at various locations.
9. After receiving the County Board's report, the Common Council shall refer the report to the appropriate standing committee for review and recommendation.

; and, be it

Further Resolved, That the City Attorney, the Department of Public Works and the appropriate City officials are requested to assist in the review and implementation of the changes as provided in this resolution amending the City's bus shelter agreement with Milwaukee County; and, be it

Further Resolved, That the Commissioner of Public Works is requested to expedite any plan review and issuance of permits necessary related to placement of the enhanced transit shelters.

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